

# MASON® SHOES

*Spring/Summer  
1989*





The Mason Family from left to right: John Lubs, Jane Mason Lubs, Bill Mason Scobie, Vic Mason, Rosemary Mason Scobie, and Richard Mason.

## 85 Years of Family Pride in Quality Mason Shoes!

This is an important year for Mason Dealers, Mason Customers and the Mason Family. It is our 85th Anniversary!

We've made a special effort to bring you an Anniversary Edition of the Mason Shoe Catalog that is packed from cover to cover with up-to-date styles...solid comfort...quality materials...and American craftsmanship.

Although this catalog looks a lot different than our first catalog, there is one thing that has remained the same over the years...our dedication to offer a product that Mason Dealers can be proud to sell and their customers can be proud to wear.

We are constantly exploring new methods of footwear construction, as well as looking into all the latest advances in cushioning, shock absorption, flexibility and weight reduction.

At Mason Shoe we have never been satisfied with just staying the same, we are constantly striving to bring you the finest footwear in the world.

You'll be able to see some of that in the first few pages of this catalog with our new "Executive Imperial" styles featuring trim continental styling combined with a comfortable American fit.

There are many others that are just as innovative; look for our "NEW STYLE" symbol throughout the catalog.

Of course, we still have many old favorites in this Anniversary Edition of the Mason Shoe Catalog.

Where would we be without the solid styles that have withstood the test of time...the styles we have built the Mason reputation of quality on over the years.

I believe Mason Dealers and Mason Customers alike will find this catalog to be one of our best ever.

Welcome to our 85th Anniversary Edition of the Mason Shoe Catalog. The Mason Tradition of Fine Quality Footwear continues!

*Vic Mason*



### *The Mason Guarantee of Satisfaction*

"I Personally Guarantee  
Your Complete Satisfaction!"

*Vic Mason*

We're confident of the quality of all Mason products...we want you to share that confidence.

It's important to us that you are completely satisfied, so this Guarantee is in effect for One Full Year.

#### **Workmanship—Materials**

FIRST, if workmanship or materials are not up to Mason's High Standards, return the product to us and we will either **REPLACE, REPAIR, or REFUND** every cent paid Us.

#### **Style—Size—Fit—Comfort**

SECOND, if the style, size, fit, or comfort isn't everything you had expected, return them and we will either **REPLACE, or REFUND** every cent paid us. (NOTE: If the returned product shows signs of wear, we will make a fair adjustment based on the amount of wear.)

We are not liable to cover any damage due to accident, misuse, or abuse.

#### **Instructions For Returning Merchandise**

Mail the merchandise prepaid by insured Parcel Post or U.P.S. to:  
**MASON SHOE CO., Chippewa Falls,  
Wisconsin 54774.**  
**ATTN: Adjustment Dept.**

Make sure your name and address are printed on the package. Put all correspondence inside the package.

We look forward to serving you for many years to come!

# Our Friendly Mason Service Staff is Ready To Take Your Call



Roxi Farmer



Gail Frank



Luann Zwiefelhofer



Anna Olson



Karen Briggs



Billie Annis

Have a question about your Mason order? We are ready to help. You will find our "Guarantee of Satisfaction" is more than just words on paper. So, if you have a question, suggestion, or request...give us a call.

## To Ask A Question

CALL

1-800-826-7102

(In Wisconsin use the Toll-Free Order Line  
for your questions... 1-800-826-7030.)

Toll-Free Answer Lines Are Open

Monday thru Friday, from 7:00 a.m. to  
5:00 p.m. (Central Time)

# The HASSLE-FREE Way to Shop

Doing your shopping through a catalog is an easy, pleasant way to order merchandise. With Mason you have a huge shoe store right at your fingertips, ready to open for business at a moment's notice. Plus, look at these other benefits...



You won't have to deal with a department store salesperson who may be having a bad day, or one that's busy with other customers. Mason Dealers make contacts because they have a sincere interest in their customers. Mason shopping is as relaxing as having a cup of coffee with a friend.



Trips downtown or to the shopping mall are not needed. No traffic to battle, no searching for a parking place, no gas to waste. You can shop from your easy chair at home...during a break at work...or any leisure time you have available.

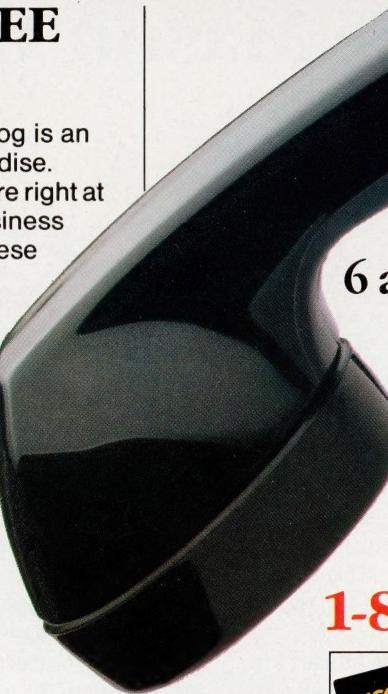


Shopping with Mason means no crowded stores...no long checkout lines...no picked over merchandise. Mason shoes can be delivered right to your door or your place of business.

## SIZES—SIZES—SIZES

HUGE RANGE OF SIZES!

One of the biggest advantages to shopping with Mason Shoe is the variety of sizes. We have lengths that range from 4 to 16...and widths AA to EEEE. There's no retail store able to carry that kind of selection...but Mason has it all for you, right here!



**1-800-826-7030**



That's right...Mason Dealers can phone in credit card orders. We're proud of the efficiency and friendliness of our Mason Shoe Operators. Here's how they make phone ordering easier for Mason Dealers and their customers.

- They are able to handle all your credit card orders (MasterCard, Visa, Discover).
- They will also be able to tell if your item is in stock and ready for immediate shipment.

**SPECIAL NOTE:** To make it easier to order over the phone, fill out your customer's order form before making the call...and have the credit card in front of you.

We are looking forward to hearing from you!

**FOR MORE MASON DEALER INFORMATION  
SEE PAGE 137.**

\*So that our employees may spend the holidays with their families, our Toll-Free Order Lines will be closed on Easter Sunday, Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas, and New Year's Day from 5 p.m. the day preceding the holiday until 6 a.m. the day following the holiday.

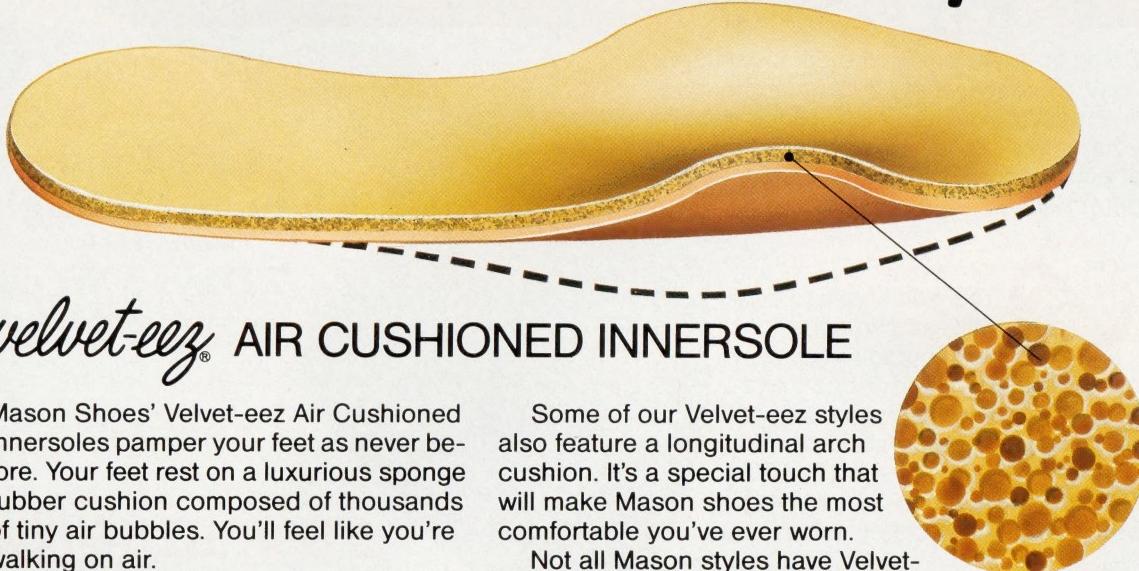
To

Place An Order

Call Toll-Free  
6 a.m. to Midnight

(Central Time)  
**7 Days a Week\***  
(For Credit Card Orders Only)

# The Mason Glossary of Shoe Terms



## Velvet-eez® AIR CUSHIONED INNERSOLE

Mason Shoes' Velvet-eez Air Cushioned Innersoles pamper your feet as never before. Your feet rest on a luxurious sponge rubber cushion composed of thousands of tiny air bubbles. You'll feel like you're walking on air.

A soft, smooth surface is featured for your comfort. Our top-of-the-line shoes have a leather covering.

Some of our Velvet-eez styles also feature a longitudinal arch cushion. It's a special touch that will make Mason shoes the most comfortable you've ever worn.

Not all Mason styles have Velvet-eez. Look for the large "Velvet-eez" on the pages with shoes that do have this special comfort feature.



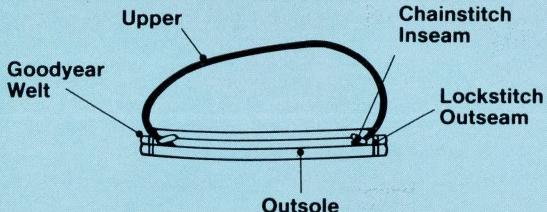
## Goodyear Welt Construction...for a more durable shoe

Goodyear Welt Construction is a familiar term in the shoe industry...it is recognized by shoe experts to be a standard of quality.

### But how exactly is a Goodyear Welt shoe constructed?

The welt is a narrow strip of leather or vinyl which is first chainstitched to the upper and the insole to hold them together...the welt is then lockstitched to the outsole.

Durability is another feature of a Goodyear Welt Shoe. The combination of superior stitching and quality materials mean years of comfortable wear. Eventually, all soles wear out, but with a Goodyear Welt Shoe, a new sole can easily be put on at far less cost than purchasing a new pair of shoes.



**ANTIQUING:** When shoes were entirely handmade, the oil and moisture from a shoemaker's hands would create darkened areas on a piece of leather. It was a sign of quality. Today, we recreate that handcrafted look with the use of a dark highlight spray finish.

**BELLOW GUSSET:** A wide tongue is securely stitched to each side of a shoe or boot. Its purpose is to keep out dust, dirt, pebbles and water.



**BURNISHED:** Polishing and buffing a shoe leather to a high gloss finish. In many cases this is accomplished by hand-rubbing the leather. Special buffing wheels are also used.

**CAMBRELLE®:** Extremely durable, comfortable shoe lining material. Often referred to as the "Living Lining" because of its special properties. It is a perforated fabric covering over a lightweight, cushiony material.



CAMBRELLE® has the ability to absorb up to three times its weight in moisture while keeping your feet dry. It will then dry out soft and natural in a few short hours.

CAMBRELLE® is also treated to resist mildew, mold and foot odor.

**COMBINATION LAST:** All Mason shoes are built on combination lasts. This is the form a shoe is built around. The width at the heel of a combination last is one or more widths narrower than the width at the ball of the foot. It assures a snug, comfortable fit.

**COMPOSITION DRESS SOLE:** This is a man-made sole generally composed of a rubber base with various materials mixed in to add to its flexibility and strength. It is longer wearing than a leather dress sole. Our composition dress soles are non-marking, oil-resistant and water-resistant.

**COUNTER:** (See Heel Counter)

**CUSHION CREPE:** Soft, bouncy material used in soles for casuals and work shoes. It's a lightweight, shock-absorbing sole that will outwear leather about three to one. This sole is slip-resistant. Also used for our "Rocker Bottom" and "Forward Thrust" Soles.

**COWBOY HEELS:** (See Western Heels)

**ELASTIC GORE:** A strong knit fabric with strands or threads of rubber built in to allow it to stretch and flex. Used mostly in our slip-ons to provide you with a comfortable, foot-hugging fit.

(continued on inside back cover)

# Mason Shoe's Catalog Guide

## Men's

*Executive  
Imperials®*

Pages 4-15

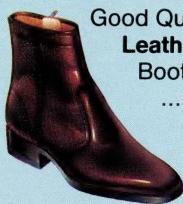
**Executive Imperials...** Mason's Top-of-the-Line Dress Footwear for men.

**Premium Leather Uppers...** Oak-Tanned Leather Soles...Leather-Covered Velvet-eez Air Cushioned Innersoles. For the man who will settle for nothing but the best!



*Leather Classics  
Diplomats*

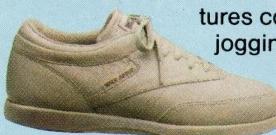
16-27



Good Quality, Mid-Priced, Leather Dress Shoes and Boots. Plenty of comfort...many with Velvet-eez Air Cushioned Innersoles. These styles are excellent values.

**"Walking For Fitness" and Athletic Styles 28-39**

More than 50 million Americans are walking to keep fit. Mason offers a full line of state-of-the-art cushioned leather walking shoes...including our exclusive WALKABOUTS™. This section also features court shoes, jogging shoes, and guaranteed waterproof leather golf shoes.



**Dress/Casual Comfort 40-44**

Styles for all your leisure time and dress/casual needs. **Leather Moccasins...** **Leather**



Boat Shoes...and all sorts of Lightweight, Glove-Soft Leather Casuals.

**Mason Westerns 45-50**



If you want to go First Class, try our **Imperial Western Boots** on pages 45 and 46...they feature **more than 10 square feet of fine Leather** per pair! Plain to fancy stitched, they're all here...for work or dress.

**Durable Work Styles 51-65**

Here's the "backbone" of the Mason Line...our long wearing, Leather Work Styles. We even have styles with **Soles Guaranteed to Outwear their Leather**

**Uppers or we will REPLACE them, RE-PAIR them, or REFUND your money...no time limit!** That's Mason Tough! AND, look for our **U.S. Postal Approved** Styles in this section, and the steel toe section.



**Boots For The Great Outdoors 66-70**

Look here for Mason's famous **FIELD & STREAM® Line of Quality Leather Sporting Boots**. If you enjoy hunting, fishing, backpacking, or just getting outdoors...you'll really appreciate the comfort and quality of Mason's Boots for the Great Outdoors.



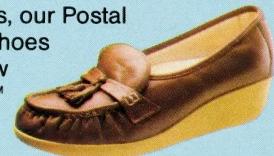
**Steel Safety Shoes 71-79**

Tough Leather Shoes and Boots with **Tempered Steel Safety Toes**. All meet or exceed safety standards in accordance with American National Standards Institute (ANSI Z41 PT83).



**Service Shoes 116-124**

**Soft, Genuine Leather Uppers** are a must for Top Quality Service Shoes. You'll also like the **Soft Cushioned Insoles**. Plus, our **Postal Approved Shoes** and our New **SLIP-LESS™ Sole Styles**.



**Athletics 125-127**

Athletic Styles for Aerobic Exercising, Walking, Running, Court Sports or just Lounging. Plenty of high-tech padding, cushioning and shock-absorbing comfort!

**Summer Fun Shoes 128-136**

Soft and Cushiony Summer Fun Styles...Sandals, Slings, Espadrilles. Cool, Cute and Comfortable.



**Women's**

**Dress & Casual Fashion 80-98**

Refined Dress Styles for daytime suits as well as evening wear. Dress Casuals for soft, swirling skirts and dressy leisure wear. Many can be matched with attractive bags.



**Easy Going Casuals 99-115**

Lots of Leather and Cool Comfort. Here's where you'll find a huge selection of sporty oxfords, dress sandals, and slippers to go with your blue jeans and casual skirts, as well as dress/casual slacks.



**Mason Dealer Instructions and Price List 137-140**

Welcome to the Quality and Comfort of Mason Shoes!

**NEW Style!**

Look for this "NEW STYLE" symbol throughout the catalog. There are 137 new styles in all...be sure to point them out to your customers.

UPDATED CONTINENTAL STYLING! UPDATED CONTINENTAL STYLING!



# Executive Imperials®

## Premium Leather Uppers Oak-Tanned Leather Soles

### Styles 136, 137, 138

Mason Shoe invites you to step up to the shoe design of the 90's.

We've incorporated updated European detailing to give this tasseled dress shoe a sleek, continental look that says, "Success."

And, Mason's Research and Development Department was able to combine that trim continental styling with **Comfortable American Fit** by using a specialized shoe last.

Now this shoe is available to you in our exclusive Executive Imperial Line of Fine Footwear.

Let's take a closer look at this unique style...

- Subtle antiquing adds a soft luster to the rich **Full Grain Leather Uppers**.
- **Oak-Tanned Leather Soles** make a definite quality statement. And, they're specially treated for long wear.
- Rubber Heels with soft cushion rubber inserts will add a youthful bounce to every step you take.
- Double vamp stitching follows the gentle contours of this shoe as it hints of Old World Craftsmanship.
- Leather Goodyear Welt Construction... quality shoe, quality construction.
- Leather-Covered **Velvet-eez** Air Cushioned Innersoles...it's like walking on thousands of tiny air bubbles.
- Leather quarter linings.
- Elastic goring for a gentle, foot-hugging fit.
- Sturdy leather heel counters for lateral stability...tempered steel shanks for durability.
- **Made in the U.S.A.**

### Styles 276, 277, 278

Mason Shoe has transformed the rich tradition of the penny loafer into a sophisticated, well-bred, continental dress shoe.

A hint of carefree elegance remains, but the neat, uncluttered lines are definitely European in nature.

The look may be European, but you're going to be especially pleased with the custom-like, comfortable fit brought to you by Mason Shoe's American Craftsmen.

**Antiqued, Full Grain Leather Uppers** take a nostalgic trip back to the days when cobblers pulled the uppers over the shoe lasts by hand, leaving darkened edges on the leather from their own sweat and natural oils.

#### Oak-Tanned Leather Soles.

Oak-tanning toughens the hide, condenses it, and preserves it. Mason adds an extra treatment to make our leather soles wear longer.

**Leather-Covered Velvet-eez** Air Cushioned Innersoles assure you luxurious underfoot comfort.

We don't stop at the obvious quality features, we also built in quality that requires a closer look...

Quality like Leather Goodyear Welt Construction...Leather Quarter Linings...Sturdy Leather Heel Counters...Tempered Steel Shanks...and Rubber Heels with soft cushioned inserts to put a bounce in your step.

All from Mason Shoe's Executive Imperial Dress Slip-Ons...**All Made in the U.S.A.**

Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
C	X	X	X	X	X	X	X	X	X	X	X		X
D	X	X	X	X	X	X	X	X	X	X	X		X
E	X	X	X	X	X	X	X	X	X	X	X		X
EE	X	X	X	X	X	X	X	X	X	X	X		X

Style 136 Black Tassel

\$82.95

Style 137 Brown Tassel

Style 138 Burgundy Tassel

Style 276 Black

Style 277 Brown

Style 278 Burgundy

NEW  
Style!



Style 137



**NEW  
Style!**

Style 277

Style 276

Style 136

Style 278

Style 138

*velvet-eez*  
LEATHER-COVERED  
AIR CUSHIONED INNERSOLES



*velvet-eez*<sup>®</sup>

LEATHER-COVERED  
AIR CUSHIONED INNERSOLES

Style 149

Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
C	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	

Style 147 Black

Style 148 Brown

Style 149 Burgundy

\$82.95

Style 147

Style 148

Style 149

UPDATED CONTINENTAL STYLING!

Executive  
Imperials<sup>®</sup>

Premium Leather Uppers  
Oak-Tanned Leather Soles

Vic Mason took a special interest in the design and construction of this particular style. It represents a new concept in modern footwear.

You would be hard-pressed to find a dress oxford with the Unique Comfort Features...Updated Continental Styling...and Superb Fit of the shoes pictured here.

We've buffed the **Full Grain Leather Uppers** to a soft, subtle luster. You'll also notice a rich, antique shading that adds a handcrafted look.

#### European Styling...American Fit

You can readily see the European influence in the sleek, trim lines of this style...but, our designers were also able to come up with a shoe last that gives you a comfortable American fit. That's what sets these shoes apart from all the others.

Now, take a look past the precision styling for a moment and take note of the padded collar that sweeps around the topline.

Up until now you may only have experienced ankle comfort like this in an expensive casual or walking shoe.

**Velvet-eez** Innersoles, Goodyear Welt Construction, Oak-Tanned Leather Soles, and much more.

Superior Comfort, Uncompromising Quality and Styled for the Future by Vic Mason.

Made in the U.S.A.



# Executive Imperials®

Premium Leather Uppers  
Oak-Tanned Leather Soles

You deserve Mason's Wing Tip  
**Executive Imperials** done in Classic  
Oxford or Timeless Tassel Styling.

- **Premium Leather Uppers...**  
they take a lustrous shine that's  
guaranteed to highlight and  
complement your finest suit  
of clothes.
- **Oak-Tanned Leather Soles,**  
treated for long wear...a mark  
of distinction for any quality-  
made shoe.
- **Velvet-eez Air Cushioned Inner-**  
soles...maximum walking comfort.
- Leather quarter linings...Rubber  
heels...Tempered  
steel shanks...  
Heel counters  
for stability...  
and Good-  
year Welt  
Construction.  
All designed  
to assure  
you superb  
quality and  
comfort.

Made in  
the U.S.A.



"I have sold more of style 369 than any other Mason dress shoe. It has become a conversation piece among our church and local people. Everyone wants to know where these fine looking shoes come from. I tell them proudly...Mason Shoe."

— Norman Harvey, West Virginia

## Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X		
EE	X	X	X	X	X	X	X	X	X	X	X	X	X		
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X		

Style 369 Burgundy Tassel  
Style 370 Black Tassel  
Style 371 Burgundy Oxford  
Style 372 Black Oxford

Style 372  
\$79.95

Style 371

\$79.95

Style 370  
\$84.95

velvet-eez®  
AIR CUSHIONED INNERSOLES

Style 369  
\$84.95

*Executive  
Imperials*®

## Premium Leather Uppers

You don't have to be a Wall Street broker to realize these Executive Imperials are a wise investment in long term foot comfort.

You'll enjoy excellent returns from the **Premium Leather Uppers** ...**Oak-Tanned Leather Soles** treated for longer wear...and Leather-Covered **Velvet-eez** Air Cushioned Innersoles.

Other immediate benefits are assured with leather quarter linings ...tempered steel shanks...sturdy heel counters...and rubber heels with shock-absorbing, soft center inserts.

Naturally we use only the finest Goodyear Welt method of construction with quality leather welts.

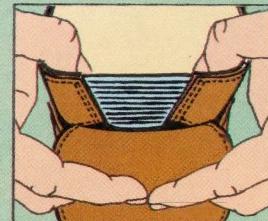
You won't find these styles in the finance section of your newspaper, but they're a great investment for your footwear future. **Made in the U.S.A.**



*velvet-eez*®

LEATHER-COVERED  
AIR CUSHIONED INNERSOLES

## OAK-TANNED LEATHER SOLES



Hidden elastic gore gives you Foot-Hugging Fit.

Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
C	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	

Style 319 Burgundy

Style 320 Black

\$82.95

Style 320

Style 319



# Executive Imperials®

Premium Leather Uppers  
Oak-Tanned Leather Soles

Mason's Leather Executive Imperial Line brings you a "beefed-up" dress oxford that's rich in classic character.

- Premium Leather Uppers in your choice of antiqued, burnished burgundy...as well as a bold Full Grain in black or tan.
- Naturally they feature Goodyear Welt Construction with sturdy midsole and full leather reverse welt.
- Genuine Leather Soles...treated for long wear...oak-tanned for lasting quality.
- Durable Rubber Heels with soft-center inserts to absorb foot-shocks.
- Leather-Covered Velvet-eez Air Cushioned Innersoles...the ultimate in foot comfort.
- Leather Quarter Linings...Sturdy Heel Counters...and Tempered Steel Shanks for durability.

Made in the U.S.A.



*velvet-eez®*

LEATHER-COVERED  
AIR CUSHIONED INNERSOLES

Style 14

Style 16

Style 15

Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
B			X	X	X	X	X	X	X	X			X
C	X	X	X	X	X	X	X	X	X	X			X
D	X	X	X	X	X	X	X	X	X	X			X
E	X	X	X	X	X	X	X	X	X	X			X
EE	X	X	X	X	X	X	X	X	X	X			X
EEE	X	X	X	X	X	X	X	X	X	X			X

Style 14 Tan Grain

Style 15 Burgundy Antique Smooth

Style 16 Black Grain

\$79.95

HUGE RANGE  
OF SIZES!

Style 524



Style 525

# Executive Imperials®

Premium Full  
Grain Leather Uppers  
Oak-Tanned  
Leather Soles

An American Classic  
crafted by Mason for dis-  
criminating men of  
exceptional taste.

Premium Full Grain Leather  
Uppers in Jet Black and Antique  
Brown...tanned to near perfection.  
Padded tongue. Soft glove leather-  
lined quarters.

## Oak-Tanned Leather Soles

treated for longer wear. Midsole and  
full leather reverse welt. Genuine  
Goodyear Welt Construction. Spe-  
cial soft-center rubber heels.  
Tempered steel shanks for maxi-  
mum comfort and support. And,  
Mason's Exclusive **Velvet-eez** Air  
Cushioned Innersole! **Made in  
the U.S.A.**

velvet-eez®

LEATHER-COVERED  
AIR CUSHIONED INNERSOLES



Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15	15½	16
A					X	X	X	X	X	X	X	X	X	X	X						
B						X	X	X	X	X	X	X	X	X	X						
C			X	X	X	X	X	X	X	X	X	X	X	X	X						
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EE		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEE		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEEE		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 524 Black Wing Tip      \$99.95  
Style 525 Brown Wing Tip

# Executive Imperials®

The shoe that needs no breaking in! The wide appeal for fine shoes in moc toe styling is answered by

this Mason pre-flexed style.

It's still a big part of today's fashion. And it's sure to be around for a long time to come...especially with our comfortable Pre-Flexed construction.

**Premium Select Leather**  
**Uppers...**leather quarter linings...  
**oak-tanned leather outsoles**, treated

for long wear...Special soft-center rubber heels...Tempered steel shanks...Mason's exclusive **Velvet-eez** Air Cushioned Innersole with Longitudinal Cushion. Goodyear Welt Construction. **Made in the U.S.A.**

HUGE RANGE  
OF SIZES!

Style 332



Style 333

CRAFTED WITH PRIDE  
IN U.S.A.

Style 332 Brown      Style 333 Black      \$79.95

Mason Has Your Size!

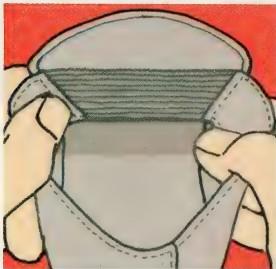
	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15
AA					X	X	X	X	X	X	X	X	X						
A					X	X	X	X	X	X	X	X	X						
B					X	X	X	X	X	X	X	X	X						
C	X	X	X	X	X	X	X	X	X	X	X	X	X				X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X	
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X	
EEEE	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X	

FIRST STEP  
FLEXIBILITY



velvet-eez®

LEATHER COVERED  
AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION



Hidden elastic gore  
gives you extra comfort

Style 300

Style 301

# Executive Imperials®

Premium Full  
Grain Leather Uppers  
Oak-Tanned Leather Soles

A look born in Europe and  
bred for your taste.

Genuine Premium  
Leather Uppers carry a  
beautiful handburnished  
finish. The oak-tanned  
leather sole is treated

for long wear and has a trim,  
elegant look.

Mason's exclusive Velvet-eez Air  
Cushioned Innersole...special soft-  
center heel...and, hidden elastic  
gore make each step a new expe-  
rience in walking pleasure.

Other quality features...  
Goodyear Welt Construction...  
leather-lined quarters...tempered  
steel shanks...and, subtle decorative  
stitching for a touch of style.

Made in the U.S.A.



Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B							X	X	X	X	X	X	X		X		
C			X	X	X	X	X	X	X	X	X	X	X		X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	
E		X	X	X	X	X	X	X	X	X	X	X	X		X	X	
EE		X	X	X	X	X	X	X	X	X	X	X	X		X		
EEE		X	X	X	X	X	X	X	X	X	X	X	X		X		

Style 300 Black  
Style 301 Brown \$79.95

velvet-eez®

LEATHER COVERED  
AIR CUSHIONED INNERSOLES

# Executive Imperials®

Premium Full Grain  
Leather Uppers

Oak-Tanned  
Leather Soles

Do you recognize these Executive Imperials? Their Classic Styling made them mainstays in Mason Shoe's dress line for years.

Today, their streamlined elegance and dash return to capture a whole new generation of admirers.

Of course, there are those of you who have always appreciated the high luster and smart looks of these dress styles.

You'll like them even better now with their increased comfort and support.

- **Uppers of Premium Full Grain Leather** that take a beautiful shine.
- **Oak-Tanned Leather Soles**, treated for long wear.
- Leather-Covered **Velvet-eez** Air Cushioned Innersoles.
- Glove-soft leather quarter linings. (Plus, leather-lined shafts on the 6-inch shoe.)
- Rubber heels with soft cushioned inserts for added shock absorbency.
- Tempered steel shanks and sturdy heel counters for added stability.
- Top Quality Goodyear Welt Construction.

Old World Craftsmanship and Classic Styling steeped in Proud Mason Family Tradition! **Made in the U.S.A.**



Style 419  
\$72.95

*velvet-eez*®

LEATHER-COVERED  
AIR CUSHIONED INNERSOLES



Style 290  
\$84.95



Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 289 Black Blucher Oxford  
Style 290 Black Blucher 6-Inch  
Style 419 Black Bal Oxford

# Executive Imperials®

Premium Full  
Grain Leather Uppers

Oak-Tanned Leather Soles

This classic plain toe slip-on from Mason is distinguished by its clean and simple lines.



*velvet-eez*

LEATHER COVERED  
AIR CUSHIONED INNERSOLES

Style 360

**Handburnished Premium Leather Uppers** have soft, shape retaining glove leather quarter linings and Goodyear Welt Construction.

Quality is yours with **oak-tanned leather outsoles**, treated for long wear...special soft-center rubber heels...and tempered steel shanks.

This tunnel-gored slip-on with trim adjustable strap gives you a soft feel for fashion. The

hidden elastic gore on the buckle and on both sides of the shoe hug your foot for a comfortable fit whether walking or standing.

Mason's exclusive **Velvet-eez** Air Cushioned Innersoles give you an added measure of comfort.

You will be proud to wear a pair of these elegant Executive Imperials! **Made in the U.S.A.**

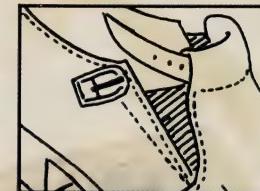


**Mason Has Your Size!**

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
B							X	X	X	X	X	X	X	X	X
C					X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
E		X	X	X	X	X	X	X	X	X	X	X	X	X	X
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 360 Black Plain Toe  
Style 361 Brown Plain Toe

**\$84.95**



Adjustable buckle and  
hidden elastic gore for  
better fit and comfort

# Executive Imperials®

## Premium Full Grain Leather Uppers Oak-Tanned Leather Soles

If it's smart styling and sleek lines of a quality dress boot you're looking for...go "First Class" with

these luxurious Executive Imperials from Mason!

Boots crafted for quality and comfort. The elegant **Full Grain Leather**

**Uppers** carry a hand-burnished finish to bring out the natural richness of the leather.

Soft glove leather-lined quarters...and, Mason's exclusive **Velvet-eez**

Air Cushioned Innersoles give you added walking pleasure.

Other outstanding features include...

Goodyear Welt Construction...**oak-tanned leather outsoles, treated**

for long wear...special soft-center heels that walk easy...tempered steel shanks...and, full side zipper for easy on and off. **Made in the U.S.A.**

### Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B						X	X	X	X	X	X	X	X		X		
C	X	X	X	X	X	X	X	X	X	X	X	X			X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X		X	X		
E	X	X	X	X	X	X	X	X	X	X	X	X		X	X		
EE	X	X	X	X	X	X	X	X	X	X	X	X		X	X		
EEE	X	X	X	X	X	X	X	X	X	X	X	X		X	X		

Style 908 Black 7-Inch Boot

Style 909 Brown 7-Inch Boot

**\$87.95**



*velvet-eez®*

LEATHER COVERED  
AIR CUSHIONED INNERSOLES

Style 909



Style 908

# Diplomats

Diplomats fashioned in the true luxury of traditional Handcraftsmen.

Your feet will be cradled in **Soft, Supple, Full Grain Kidskin Leather.**

Genuine Moccasin construction wraps those soft uppers completely around your feet. You'll find they just keep getting more comfortable the more you wear them... they have the feel of custom-made footwear.

The quality goes even deeper than the fine, light-weight **Kidskin Leather**

**Uppers**...quality such as **Full Leather Outsoles**...Full, Soft, Glove Leather Linings...Full length leather insole cover with  $\frac{3}{4}$  length padding and longitudinal arch cushion...Rubber heels... and hidden elastic gore to assure a comfortable, foot-hugging fit.

Quality Crafted Slip-Ons...Elegant and Comfortable!

**Made in the U.S.A.**



*Soft Kidskin Leather Uppers  
Full Leather Outsoles  
Genuine Moccasin Construction  
Glove Leather Lined*

Style 245



**Style 243** Black Kidskin Slip-On

**Style 244** Brown Kidskin Slip-On

**Style 245** Black Kidskin Tassel Slip-On

Widths      Sizes

B..... 8 to 13

D..... 7 to 13

EEE..... 7 to 12

**\$68.95**

Also Half Sizes  
Except 12½

Style 244

Style 243



# Diplomats

## The “Ultimate” Handsewn Casual

If there's a better built, handsewn dress loafer out there we haven't seen it yet.

Here at Mason Shoe we went to great lengths to build the “ULTIMATE” dress casual... we succeeded!

Now, you have the opportunity to own these superior quality shoes from our “Diplomat” line of footwear.

From the first moment you put them on your feet, you'll appreciate the extra quality and care that went into these casuals.

Here's what you can look forward to...

- **Full Grain Leather Uppers.** We use only the finest leather available. You can actually see the natural grain of the leather. And, we've added rich antiquing for a cobbler-made look. Unlined.
- **Double Leather, Oak-Tanned Soles.** We've built in an extra layer of thick leather for added wearability. Not many manufacturers would give you this extra quality...Mason will!
- **True Moccasin Construction.** This unique feature wraps those full grain leather uppers around your feet in total, natural comfort.
- **Handsewn Moccasin Toe.** Carefully hand-sewn, then finished with sturdy “beef roll” stitching on either side of the vamp.
- **Rubber Heels.** Designed for durability as well as walking comfort.
- **Cushioned, 3/4-Length Insole Cover.** A final comfort touch to the “ULTIMATE” Dress Casual.
- **Made in the U.S.A.**



Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B		X	X	X	X	X	X	X	X	X					
D	X	X	X	X	X	X	X	X	X	X	X	X		X	
E		X	X	X	X	X	X	X	X	X	X	X			
EEE		X	X	X	X	X	X	X	X	X	X	X			

Style 401 Black Penny Loafer

Style 402 Burgundy Penny Loafer

Style 403 Burgundy Tassel

\$64.95



Style 403

Style 402

Style 401

**NEW  
Style!**

Style 291



Style 293

Style 292



Flexible Sole Provides  
"One Step" Break In

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15
B							X	X	X	X	X	X			X				
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
EEE		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		

Mason Has Your Size!

Style 291 Black  
Style 292 Tan  
Style 293 Brown      \$72.95

*Diplomats*

## The Answer is... Cool Comfort!

**The Question is...What feature do you look for in a warm weather casual?**

Mason Shoe does more than answer the question...we take it a step further, we construct the shoe.

**Introducing our Buffalo Calfskin "Diplomat" Dress Casual!**

### FLEXIBILITY

Most of the soft flexibility of this shoe is directly related to Mason's FLEX-TECH™ Sole.

It's composed of a unique urethane compound that is light in weight, extremely supple, and shock absorbent. It bends with ease and springs back into shape for miles of comfortable walking.

### QUALITY

We selected fine Buffalo Calfskin Leather for its softness, as well as its ability to burnish to a gentle luster. We then wrap those leather uppers around your feet in true moccasin construction.

### COMFORT

For your comfort we have full leather linings in addition to ¾-length, soft cushioned insoles. You'll appreciate the expandable elastic gore across the instep...it provides a gentle, foot-hugging fit.

### COOL BREATHABILITY

Here comes the "clincher" for warm weather comfort...the woven vamp. It provides you with "summer breeze" coolness all day long and into the night. **Made in the U.S.A.**



Style 140



Style 141

Extremely Durable  
FLEX-TECH™ SOLES

Ribbed  
Traction  
Pattern for  
Skid-  
Resistance

Soles are  
Stitched  
and Cemented  
for a Stronger  
Bond



Amazingly  
Lightweight  
and Flexible  
Urethane  
provides  
Added  
Comfort

Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15
B							X	X	X	X	X	X	X						
D	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X	
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X		

Style 140

Black Kidskin

\$56.95

Style 141

Dark Burgundy Kidskin

*Diplomats*

## Kidskin Leather Offers Unique Lightweight Flexibility

Supple Kidskin Leather offers special qualities that make it one of the finest dress leathers available today...it's soft, flexible, and it takes a handsome shine.

To complement that soft flexibility we've added **FLEX-TECH™** soles.

FLEX-TECH™ soles are composed of a unique urethane compound that provides amazing lightweight flexibility in addition to being extremely durable. That means you'll be enjoying these fine Kidskin dress shoes for many seasons to come.

Another feature you're sure to appreciate is the true moccasin construction. It wraps those kidskin leather uppers around your feet in a "tunnel" of comfort.

We've also added full, glove-soft leather linings...3/4 length padded insoles to add to your walking pleasure...and elastic goring to assure you a comfortably snug fit with every step.

Come to the COMFORT of our Hand-sewn Kidskin Diplomats...walking will never seem the same again. **Made in the U.S.A.**



# Dress For Comfort

*Dress Shoe Styling...  
Walking Shoe Comfort!*

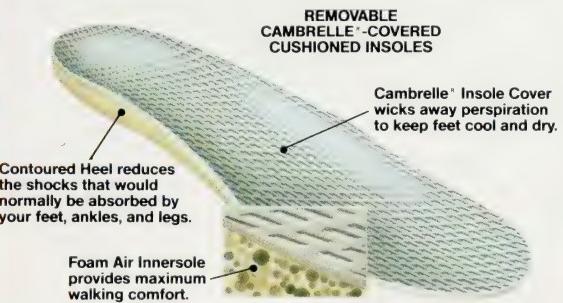
Now you can enjoy the comfort of a fine leather walking shoe while wearing your dress suit.

The outside may have changed to dress... but the inside is still pure walking comfort from heel to toe.

- **Full Grain Leather Uppers.**
- Vibram® EVAflex™ Microcellular Cushion Soles...designed to put a comfortable bounce in your step.
- Cambrelle®-Covered Cushioned Insoles with contoured heel cup...removable so you can air them out between wearings.
- Padded Tongue and Padded Collar provide instep and ankle comfort.
- Durable Stitchdown Construction gives the shoe a sleek profile and plenty of toe room.

- Sturdy Heel Counter adds lateral stability.
- Soft, Supple Cowhide Leather Quarter Lining.

Mason brings a whole new dimension of comfort to dress shoes. **Made in the U.S.A.**



**Mason Has Your Size!**

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B					X	X	X	X	X	X	X		X		
C			X	X	X	X	X	X	X	X	X		X		
D	X	X	X	X	X	X	X	X	X	X	X		X		X
E	X	X	X	X	X	X	X	X	X	X	X		X		X
EEE	X	X	X	X	X	X	X	X	X	X	X		X		X

**Style 379 Burgundy  
Style 380 Black \$69.95**



Style 379

Style 380



*Premium Leather  
Uppers*

**Leather Classic Wing**

Tips...a legacy of fine styling and craftsmanship that's been worn by statesmen, executives,



Style 375

and young men on the rise.

**Genuine Premium Leather Uppers** in three colors—Brown Full Grain—Black Full Grain—Burgundy Handburnished Smooth.

Soft glove leather quarter linings...tempered steel shanks...long wearing composition dress soles...soft center rubber heels...Goodyear Welt Construction..and Mason's exclusive **Velvet-eez** Air Cushioned Innersoles. **Made in the U.S.A.**



Style 374



**\$79.95**

Style 374 Black  
Style 375 Brown  
Style 435 Burgundy

**Mason Has Your Size!**

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
B							X	X	X	X	X	X	X		
C			X	X	X	X	X	X	X	X	X	X	X		
D	X	X	X	X	X	X	X	X	X	X	X	X	X		
E			X	X	X	X	X	X	X	X	X	X	X		
EE		X	X	X	X	X	X	X	X	X	X	X	X		
EEE		X	X	X	X	X	X	X	X	X	X	X	X		
EEEE			X	X	X	X	X	X	X	X	X	X	X		

Style 435

**velvet-eez**

AIR CUSHIONED  
INNERSOLE WITH  
LONGITUDINAL CUSHION



## Premium Leather Uppers

Convenient laceless oxfords with **Soft, Mellow Leather Uppers...** and a smooth "Tunnel Gore" that makes these shoes easy to slip on and off.

In walking, the "Tunnel Gore" flexes to fit the foot...giving you wonderful instep fit and comfort.

And, here are some of the quality features built into this style...Goodyear Welt Construction...leather quarter linings...flexible, long-wearing composition dress soles...rubber heels...tempered steel shanks...and Mason's exclusive **Velvet-eez** Air Cushioned Innersole.

The simple, clean lines of this style will reflect your good taste!

**Made in the U.S.A.**



*velvet-eez*<sup>®</sup>

AIR CUSHIONED INNERSOLES



### TUNNEL GORE

A four-inch length of elastic slides freely through a "tunnel" of smooth leather. The gore is hidden, and the elastic does not rub against the instep.

Because the elastic gore is not stitched to the leather tunnel, you get maximum flexibility, wonderful instep comfort and better fit whether walking or standing.

### Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B							X	X	X	X	X	X	X				
C	X	X	X	X	X	X	X	X	X	X	X	X	X			X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X			X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X			X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X			X	
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X			X	

Style 898 Black      \$62.95  
Style 899 Brown



Style 898

Style 899

HUGE RANGE  
OF SIZES!



### Premium Leather Uppers

You're always in good taste with plain toe oxfords. **High Polishing Leather Uppers**, leather quarter lin-

ings. Mason's Exclusive **Velvet-eez** Air Cushioned Innersole with longitudinal cushion for comfort. Steel shanks. Flexible composition dress soles and rubber heels. Goodyear Welt Construction. Plain, classic good looks with Mason's quality built in for comfort and long wear. **Made in the U.S.A.**

**Style 426** Black      **Style 427** Brown      **Style 428** Cordovan      **\$59.95**

Widths	Sizes
A.....	9 to 14
B.....	8 to 14
C.....	6 to 14
D.....	6 to 14
E.....	6 to 14
EE.....	6 to 14
EEE.....	6 to 14

Also Half Sizes  
Except 12½, 13½



HUGE RANGE  
OF SIZES!



"I have worn Mason Leather Classics, style #964, for more than ten years. You should hear the many exclamations concerning the long wearing, high polishing leather uppers, etc., etc., wherever I go in these good looking, comfortable fitting shoes."

—Jay U. Davis,  
Illinois.



### Premium Leather Uppers

Distinctive and yet conservative! The attractive pin-tuck stitch, like hand-sewing, follows low around the wall of the shoe. **Uppers cut from High Polishing Leather.** Fine leather quarter linings. Mason's **Velvet-eez** Air Cushioned Innersole with longitudinal cushion. Long wearing, flexible, composition dress soles. Rubber heels. Tempered steel shanks. Goodyear Welt Construction. **Made in the U.S.A.**



Style 964 Black \$62.95  
Style 965 Brown

Widths	Sizes
AA	8 to 13
A	8 to 13
B	8 to 13
C	6 to 14
D	6 to 16
E	6 to 16
EE	6 to 14
EEE	6 to 13
EEEE	6 to 13

Also Half Sizes  
Except 12½, 13½,  
14½, 15½

velvet-eez®

AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION

Style 422

"My favorite Mason Shoe style is 422. My life is quite busy, and the 422's slip on quickly for a fast start. Once they're on, the Velvet-eez innersoles really make you feel like you're walking on water."

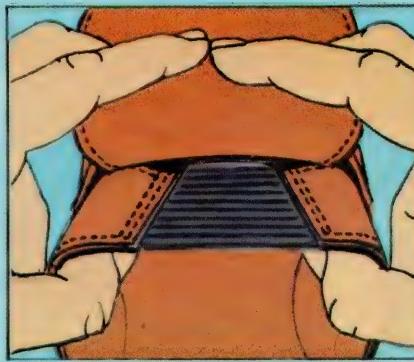
— Glen T. Carbron, Jr., Georgia.



Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15
A							X	X	X	X	X	X	X		X		X		
B					X	X	X	X	X	X	X	X	X	X		X		X	
C	X	X	X	X	X	X	X	X	X	X	X	X	X		X		X		
D	X	X	X	X	X	X	X	X	X	X	X	X	X		X		X		
E	X	X	X	X	X	X	X	X	X	X	X	X	X		X		X		
EE	X	X	X	X	X	X	X	X	X	X	X	X	X		X		X		
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X		X		X		

Style 422 Black      \$66.95  
Style 423 Brown



Foot-Hugging Fit for Solid Comfort!  
Hidden elastic gore gives with each step  
to assure you of instep comfort and fit!

velvet-eez®

AIR CUSHIONED  
INNERSOLE

Style 423



HUGE RANGE  
OF SIZES!

Leather®  
Classics  
BY MASON

### Premium Leather Uppers

Solid comfort and plain good taste are yours with Mason's soft-fitting slip-on. This shoe features **Richly Textured Leather Plug combined with Smooth Leather Uppers**. All set off by handsome woven trim.

Other features include flexible composition dress soles...leather-lined quarters...rubber heels...tempered steel shanks...Goodyear Welt Construction...and Mason's exclusive **Velvet-eez** Air Cushioned Innersoles. **Made in the U.S.A.**

CRAFTED WITH PRIDE  
IN U.S.A.

Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
B					X	X	X	X	X	X	X		X
C	X	X	X	X	X	X	X	X	X	X	X		X
D	X	X	X	X	X	X	X	X	X	X	X		X
E	X	X	X	X	X	X	X	X	X	X	X		X
EE	X	X	X	X	X	X	X	X	X	X	X		X
EEE	X	X	X	X	X	X	X	X	X	X	X		X

Style 987 Brown 7-Inch  
Style 988 Black 7-Inch

\$69.95

Style 987

Style 988



CRAFTED WITH PRIDE  
IN U.S.A.

velvet-eez®  
AIR CUSHIONED  
INNERSOLE



### Premium Full Grain Leather Uppers

Cushioned Lightweight Dress  
Boots...a unique concept in  
smart looking, premium quality

leather footwear. Specially constructed for lightweight comfort. The perfect style for the value conscious man.

Genuine Leather Uppers...  
leather-lined heel pockets...  
**Velvet-eez** Air Cushioned Innersoles...flexible composition dress soles...rubber heels...tempered steel shanks...Goodyear Welt Construction...side zipper for easy on and off...Quality Features you'd expect from Mason. **Made in the U.S.A.**

Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
C	X	X	X	X	X	X	X	X	X	X			
D	X	X	X	X	X	X	X	X	X	X	X	X	
EE		X	X	X	X	X	X	X	X	X	X	X	

Style 1197 Burnished Brown 7½-Inch  
Style 1198 Burnished Burgundy 7½-Inch  
Style 1199 Black 7½-Inch

\$82.95

Style 1199

Style 1198

Style 1197



## Premium Leather Uppers

Handsome Crafted Leather Classic Dress Boots take on a New, Distinct Look with a Touch of Western Styling!

You have the trim styling of Mason's 7½-Inch Dress Boot, complete with full length side zipper for easy on and off.

To that we've added a western stitched toe medallion and western-cut, 2-inch heel with rubber top lift.

These boots also feature the "Sunbelt U" western toe, a medium round toe.

Premium Leather Uppers come in your choice of Burgundy or Brown, burnished to a full luster...or Shiny Black.

Quality continues with...smooth, leather-lined shafts and quarters... Velvet-eez Air Cushioned Innersoles...flexible composition dress soles...tempered steel shanks...and Goodyear Welt Construction with leather welt. **Made in the U.S.A.**

### STYLE 1197...THE BOOT THAT APPEARED ON THE DAVID LETTERMAN SHOW

Style 1197 is the boot ordered by David Letterman on his Late Night Show. He placed the order with Mason Dealer Edd Hall, who also works at NBC studios. Vic Mason was asked to be on Letterman's show to deliver the shoes. He presented Mr. Letterman with the boots...naturally, they were a perfect fit!

# Mason's Walking Sport Shoe

## Soft Leather Uppers

Walking is for everyone...you can walk anywhere, anytime, and on any terrain. All you need is a few minutes of time and a good pair of sturdy, cushioned walking shoes.

### A Comfortable Walking Arrangement from Mason

- Soft Breathable Leather Uppers.
- Vibram® EVAflex™ Micro-Cellular Cushion Soles...specifically designed to absorb foot-shocks. Lightweight, Flexible, and Non-Marking.
- Sponge Cushion Heel Cup for support, stability, and comfort.
- Soft Air Cushioned Innersoles covered with soft, breathable Cambrelle® Linings.
- Sturdy Stitchdown Construction to give the shoe a lower profile and a broader fit, so there's plenty of room for your toes to spread out.
- Padded Collar...Padded Tongue... Soft Leather Quarters...and Sturdy Heel Counter for stability.

Engineered for Your Walking Comfort ...Soft, Lightweight, and Flexible.  
Walking for your Health just got better with Mason's Walking Sport Shoe! Made in the U.S.A.



**soft  
cushioned  
insoles**



Style 389

Style 390

### Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B			X	X	X	X	X	X	X	X	X				
C	X	X	X	X	X	X	X	X	X	X	X			X	
D	X	X	X	X	X	X	X	X	X	X	X			X	
E	X	X	X	X	X	X	X	X	X	X	X			X	
EE	X	X	X	X	X	X	X	X	X	X	X			X	
EEE	X	X	X	X	X	X	X	X	X	X	X			X	

Style 110 Grey Style 389 Brown \$66.95  
Style 388 Taupe Style 390 Tan



Padded Collar



Style 110

## 50 Million Americans Agree...Exercise Walking Is A Great Way To Keep Fit!

Walking for Fitness has become an important part of the lives of more than 50 million Americans.

It's an excellent way to strengthen your heart and lungs...reduce blood pressure...tone and firm up muscles...and give you added energy and stamina.

### **Walking Is Safe And Natural**

Walking is a natural movement...

without twisting, sharp turns, or bone-jarring stops...just a smooth, fluid, forward motion with a minimum of stress on muscles, joints and ligaments.

This means walking is virtually **injury-free**.

### **Walking Provides A Healthy Aerobic Workout**

The secret to a good aerobic workout is repeating a movement that involves large groups of muscles. A number of activities fall into this classification...running,

cross-country skiing, swimming and, of course, walking.

You have to do the activity briskly so you increase your heart rate to get maximum benefit.

**(As a side note, you burn approximately the same number of calories walking a mile as you do running a mile.)**

### **Walking For Fitness Provides Other Benefits**

In addition to increasing your overall fitness, walking gives you time to think. It's a great way to relieve the day's tensions. You'll also find you are more alert as you perform your daily tasks.



Style 388

**NEW  
Style!**

### **All Ages Can Walk For Fitness**

Anyone can enjoy the benefits of walking...there is no age limit.

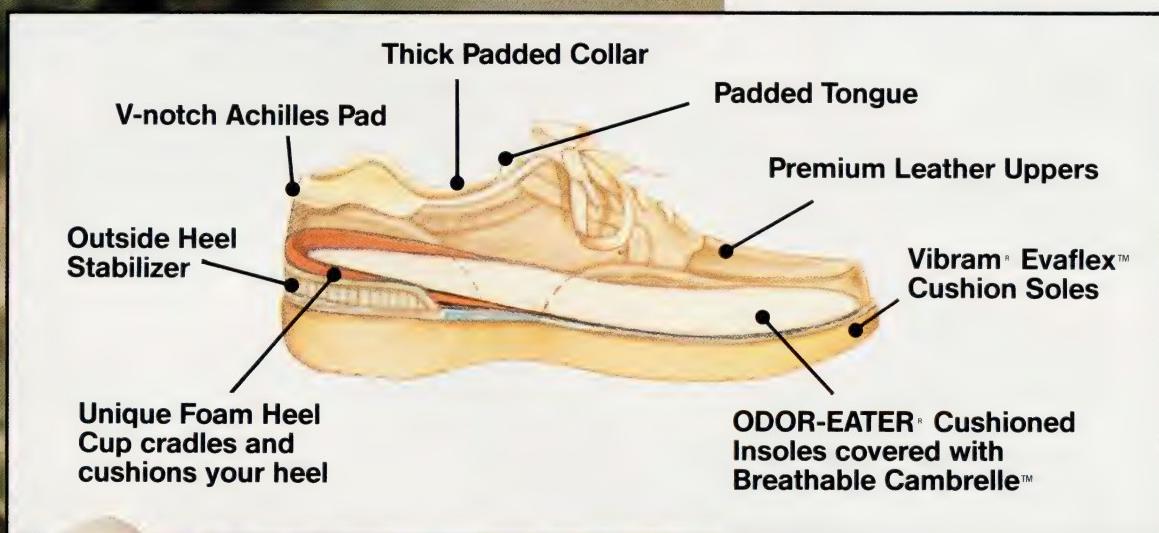
You can set the time and length of your walk...you can walk with a friend or you can walk alone.

All you need is a good pair of walking shoes and that's where Mason Shoe's 85 years of shoe-making knowledge and craftsmanship becomes important.

We believe some of the finest walking shoes in America are made right here at Mason Shoe Manufacturing Company in Chippewa Falls, Wisconsin. Try a pair and you'll understand why we are so confident in the comfort, quality and durability of Mason Walking Shoes!

"Here is a statement given to me by one of my customers concerning style 390... I have never had a more comfortable shoe, one that has given me such relief in absorbing the foot pain I had been suffering. A super style for comfort. I plan to buy another pair."

—Laurence B. Creighton, Massachusetts.



## Walking Is A Lifetime Sport

Walking is a sport you can enjoy and benefit from all your life.

It's also an excellent way to strengthen and tone your muscles, as well as reduce your weight. (Just walking a few miles every day can make a difference.)

Walking increases the flow of oxygen-rich blood to give you more energy and stamina, as well as sharpening your senses.

You'll be able to enjoy life more and perform your daily tasks with greater ease.

**Mason's Walkabouts™** can help you achieve those goals. Try a pair and feel the difference they can make in your life! **Made in the U.S.A.**

**soft  
cushioned  
insoles**

Style 214

# Go The Distance With Mason's Dynamic Walkers

## Premium Leather Uppers

We're changing the way America walks with advanced technology, biomechanical science and Mason's close attention to quality and comfort.

These "Dynamic Walkers" represent the latest advances...in fact, with everything that goes into this style, just calling it a shoe doesn't seem right...it's more than a shoe...**it's a Total Comfort WALKING SYSTEM!**

"Dynamic Walkers"...A Major Walking Comfort breakthrough. Yours from Mason Shoe...a leader in Quality Constructed Footwear since 1904. **Made in the U.S.A.**



**Mason Has Your Size!**

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B		X	X	X	X	X	X	X	X	X	X				
C	X	X	X	X	X	X	X	X	X	X	X	X			
D	X	X	X	X	X	X	X	X	X	X	X	X	X		
E	X	X	X	X	X	X	X	X	X	X	X	X	X		
EE	X	X	X	X	X	X	X	X	X	X	X	X	X		
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X		

**Style 202** Taupe

**\$82.95**

**Style 204** Grey

**Bone**



Style 204

Style 202

# Professional Quality Walking Chukka Gives Added Ankle Support

## Premium Leather Uppers

"Exercise Walking" is a safe, natural way to fitness. It's a balanced approach to the strengthening of your heart, legs and overall muscle tone with a minimum of injury risk.

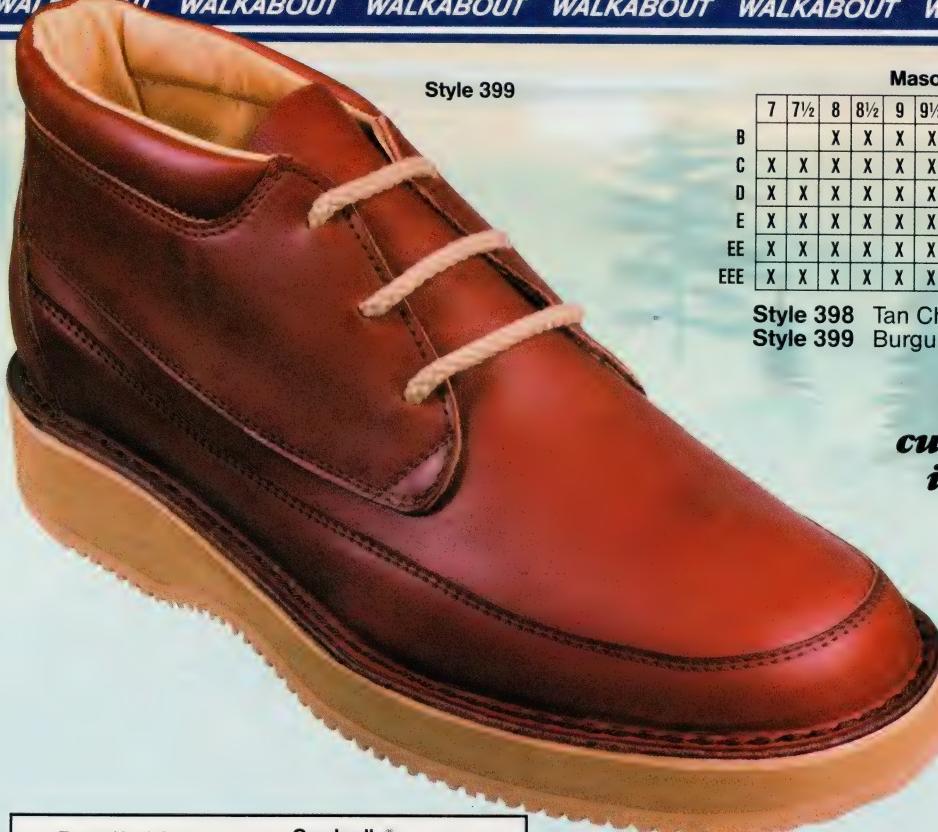
It's also an excellent way to clear your mind of the day's tensions.

It's no wonder Walking is the #1 participation sport in the United States today.

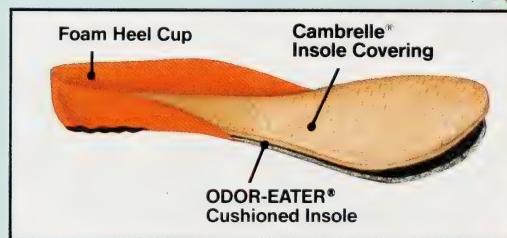
Now Mason brings you a Walking Shoe with a Chukka design...it only makes sense. Now you can have extra support and cushioning for your ankles as you stroll thru the streets of your neighborhood or out on a country road.

- Premium Leather Uppers.
- Vibram® Evaflex™ Cushion Soles ...light, flexible and built for miles of durable wear.
- ODOR EATER® Cushioned Insoles with Cambrelle® Covering.
- Orange Foam Heel Cups provide added cushioning and help stabilize side-to-side motion.
- Padded Collar gives ankle-hugging comfort.
- Smooth, no-chafe, leather quarter linings.
- Sturdy Heel Counters for stability.
- Stitchdown Construction provides added toe room.

**Made in the U.S.A.**



Style 399



Style 398



Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B			X	X	X	X	X	X	X	X	X				
C	X	X	X	X	X	X	X	X	X	X	X	X			
D	X	X	X	X	X	X	X	X	X	X	X	X			
E	X	X	X	X	X	X	X	X	X	X	X	X			
EE	X	X	X	X	X	X	X	X	X	X	X	X			
EEE	X	X	X	X	X	X	X	X	X	X	X	X			

Style 398 Tan Chukka

Style 399 Burgundy Chukka

\$69.95

**soft  
cushioned  
insoles**

# Mason's Revolutionary Walking Shoe

Featuring...Exclusive  
"Triple-Action" Bottoms



## For Sport or Casual

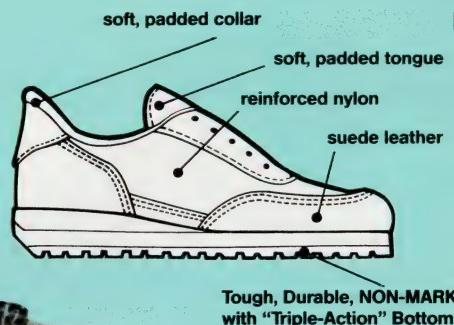
A Revolutionary Walking Shoe from Mason...specifically designed to cushion and absorb the shocks received with every step, to maintain proper posture, and to take you a step beyond the run-of-the-mill athletic casual to the ultimate in walking comfort! **Made in the U.S.A.**

CRAFTED WITH PRIDE  
IN U.S.A.

HUGE RANGE  
OF SIZES!

## Tough Outside...Pure Comfort Inside

- Heavy-duty, reinforced nylon and genuine suede leather trim.
  - Full Tongue Gusset to keep dust and dirt out.
  - Soft Sueded Cowhide Leather Quarter Lining.
  - Foam-Backed Nylon Vamp Lining.
  - Full Padded Collar.
  - Full Padded Tongue.
- Exclusive "Triple-Action" Bottom.
1. Tough, durable, non-marking outsole with traction-grip design.
  2. Light, flexible wedge mid-sole for easy, effortless walking.
  3. Mason's Exclusive Velvet-eez Air Cushioned Innersole for maximum foot comfort with special breathable air-pore liner.



Style 816

velvet-eez®  
AIR CUSHIONED INNERSOLES

Style 817



Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15	15½	16
B							X	X	X	X	X	X			X		X				
C	X	X	X	X	X	X	X	X	X	X	X	X			X		X				
D	X	X	X	X	X	X	X	X	X	X	X	X			X		X				
E	X	X	X	X	X	X	X	X	X	X	X	X			X		X				
EE	X	X	X	X	X	X	X	X	X	X	X	X			X		X				
EEE	X	X	X	X	X	X	X	X	X	X	X	X			X		X			X	

Style 816 Blue/Grey  
Style 817 Brown/Tan

\$39.95

**TURBO** SPORTS<sup>TM</sup>

## High-Tech Comfort ...easy running

Every step of your run for fitness should be so comfortable you don't even think about it.

Research of the biomechanics of running and advanced footwear technology brings you a shoe designed to make jogging comfort a thing you take for granted.

**Heavy-Duty Nylon Mesh Uppers** assure you lightweight breathability ...**Suede Leather Trim** gives added support at critical points. **Flared Heel** and **Outside Suede Leather Heel Counter** provide foot and ankle stability. **Tapering at the Heel** lets your heel come down naturally to cushion and ease the effect of the running stride shock to your feet, ankles and legs. **Made in the U.S.A.**



Style 231



**soft  
cushioned  
insoles**



Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B			X	X	X	X	X	X	X	X	X	X		X	X
D	X	X	X	X	X	X	X	X	X	X	X	X		X	X
E	X	X	X	X	X	X	X	X	X	X	X	X		X	X
EE	X	X	X	X	X	X	X	X	X	X	X	X		X	X

Style 230 Grey/Black Jogger  
Style 231 Navy Blue Jogger

\$39.95

Mason Has Your Size!

7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
0	X	X	X	X	X	X	X	X	X	X	X	X

Style 460 Black  
Style 461 Grey \$52.95

*soft  
cushioned  
insoles*

Style 461

**NEW  
Style!**

Style 460



# TURBO SPORTS™

## Serious Jogging/ Walking Comfort

You'll find **Big Comfort Features** as well as **Fine Detail Comfort Features** in these shoes to assure you **Maximum Foot Comfort**.

Here's What We Mean...

### BIG COMFORT FEATURES

- **Full Grain Leather Uppers** provide support and breathability.
- **Full, Soft, Foam-Backed Nylon Linings** to surround your feet in comfort.
- Tough, non-marking **TURBOSPORTS™ Outsole**... designed to provide sure-footed traction.
- **EVA Cushion Wedge Midsole.** This microcellular wedge dissipates the pounding force of every step.
- **Soft Cushioned Insole** covered with soft, absorbent terry cloth. Removable so it can be aired out between wearings. (**In less than 1-inch, Mason TURBOSPORTS™ take you from rough, hard terrain to soft, cushioned comfort.**)

### FINE DETAIL COMFORT FEATURES

- **Padded Collar and Padded Tongue** to prevent chafing and give you added comfort.
  - **High Cushioned Back** for comfort and support.
  - **Perforated Vamp** to aid breathability.
  - **Heel Counter** for lateral stability.
  - **Leather Reinforcing Trim** to give strength and stability to uppers.
  - **Flex-Notch** to allow for the bending of the foot as you run or walk.
- Imported from a quality factory.  
Double checked for quality at  
Mason Shoe.**

Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
B		X	X	X	X	X	X	X	X	X	X		
D	X	X	X	X	X	X	X	X	X	X	X		
EE		X	X	X	X	X	X	X	X	X	X		X

Style 357 Brown Nylon/Tan Suede  
Style 358 Blue Nylon/Grey Suede  
Style 359 Lt. Grey Nylon/Dark Grey Suede

\$34.95

Style 359



Style 359



## Fitness Footwear



Keeping in shape is a lot easier and more fun with Lightweight, Cushioned, Sturdy Footwear. These three styles can do the job for you!

- Soft, Smooth, Foam-Backed Nylon Uppers with **Suede Leather Trim** for support.
- "Triple Action," Color-Coordinated Bottoms. 1. Tough Durable, **Non-Marking** Outsole with wave-pattern traction design. 2. Light, Cushiony Wedge Midsole. 3. Cushioned Innersoles covered with soft absorbent brushed nylon lining.
- Sturdy Heel Counter gives firm, stable support.
- Padded Collar...Soft, Foam-Backed Nylon Tongue.

Designed and crafted as a functional athletic style with Stability, Support, and Comfort for the Active You! **Made in the U.S.A.**



**NEW  
Style!**

Style 363



Style 362

**soft  
cushioned  
insoles**

## Wake Up Your Life With A Brisk Walk

Did you know a brisk 45 minute walk on a regular basis can help you lose weight, improve your overall health, and, in general, give you a fresh, positive outlook on life?

It can, and Mason's WALKABOUTS™ can help you "Wake Up Your Life!"

Slip them on, lace them up snugly, and start walking. Be prepared for a new sensation after your first few steps. You'll find your feet are in a whole new cushioned, supportive environment...and it feels good.

It feels so good, you'll find yourself looking forward to your walks...and, regular exercise is the key to staying fit.

Let's take a look at what makes these sporty, athletic walking shoes so unique...

- **Soft, Pliable Garment Leather Uppers**...gentle to the touch and perfed at the vamp for cool breathability.
- Contoured, Cushioned Insoles covered with a soft, brushed fabric. This insole is removable so you can air it out between walks.
- Compressed EVA Midsole. This state-of-the-art compound can soften and bounce back from the hardest terrain, whether it's concrete streets or a path through the woods.
- Durable Outsole with sure-footed traction pattern for your walking safety.
- Solid Quality and Comfort with Thick Padded Collar...Thick Padded Tongue...Soft, Foam-Backed Nylon Lining...and Sturdy Heel Counter for lateral stability.

Because the styles on this page are not available domestically, we have imported them from a quality factory. Each pair is inspected by the people in our Mason Factory to double check the quality for you.

Mason Has Your Size!

7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
D	X	X	X	X	X	X	X	X	X	X	X	X

Style 362 Light Grey \$59.95  
Style 363 Black

**NEW  
Style!**

Style 497



**soft  
cushioned  
insoles**

Style 498



Contoured Cushioned Insole  
With Toe Grabber Ridge



**LIFE OUTDOORS**  
BY MASON

## What A Great Idea... **WALKABOUT™ Sandals** **& Contoured Insoles!**

When you put on a pair of sandals, you're interested in open, natural comfort. With our WALKABOUT™ Sandals you'll get more than you expected.

At Mason Shoe we decided a flat insole in our New WALKABOUT™ Sandals just wouldn't do.

That's why these sandals have a unique, leather-covered, cushioned insole that's shaped to follow the natural rolls and curves of the bottom of your feet. There's even a gently rounded "Toe Grabber" ridge.

In technical terms this special insole system is referred to as "internal load dispersal foam." That's a real mouthful, but what it boils down to is...Comfort! Comfort that's similar to walking barefoot without the unpleasant effects of stepping on twigs and stones.

Choose the Buckle or Criss-Cross WALKABOUT™ Sandal. Both feature **Supple Leather Uppers**...Spongy, micro-cellular soles that provide an added shock-absorbing barrier between your feet and hot sandy beaches, as well as city sidewalks. **Made in the U.S.A.**



**Mason Has Your Size!**

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
<b>D</b>	X	X	X	X	X	X	X	X	X	X	X	X	X

**Style 497** Brown Buckle      **\$39.95**  
**Style 498** Brown Criss-Cross

Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
C	X	X	X	X	X	X	X	X	X	X	X	X	X		
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X		
EE	X	X	X	X	X	X	X	X	X	X	X	X	X		

Style 338 White Golf Shoe    \$59.95  
Style 339 Tan Golf Shoe

velvet-eez®

LEATHER-COVERED  
AIR CUSHIONED INNERSOLES



Style 339

## Professional Quality Golf Shoes

Guaranteed\* Waterproof  
Leather Uppers

If quality-built, comfortable golf shoes could take strokes off your game...these shoes would have you shooting with the pros.

We can't make that promise...but we can promise you total comfort no matter where you go on the course.

- **Crushably Soft Leather Uppers**...Guaranteed\* Waterproof so morning dew and afternoon sprinkles just bead up and roll off.
- Hardened Steel Spikes...removable for your convenience.
- Easy-Walking Cushion Crepe Soles.
- Smooth, Glove-Soft Leather Quarter Linings.
- Leather-Covered **Velvet-eez** Air Cushioned Innersoles. An average 18-hole golf course can mean 4 to 5 miles of walking...foot comfort is very important.
- Leather-Lined Tongue with permanently attached kiltie designed to keep laces free of dust, dirt and sand.

When you're eyeing up that tough shot on the 18th hole, with the sand trap on one side and water hazard on the other side, the one thing you won't have to worry about is the comfort of your Mason Golf Shoes. **Made in the U.S.A.**

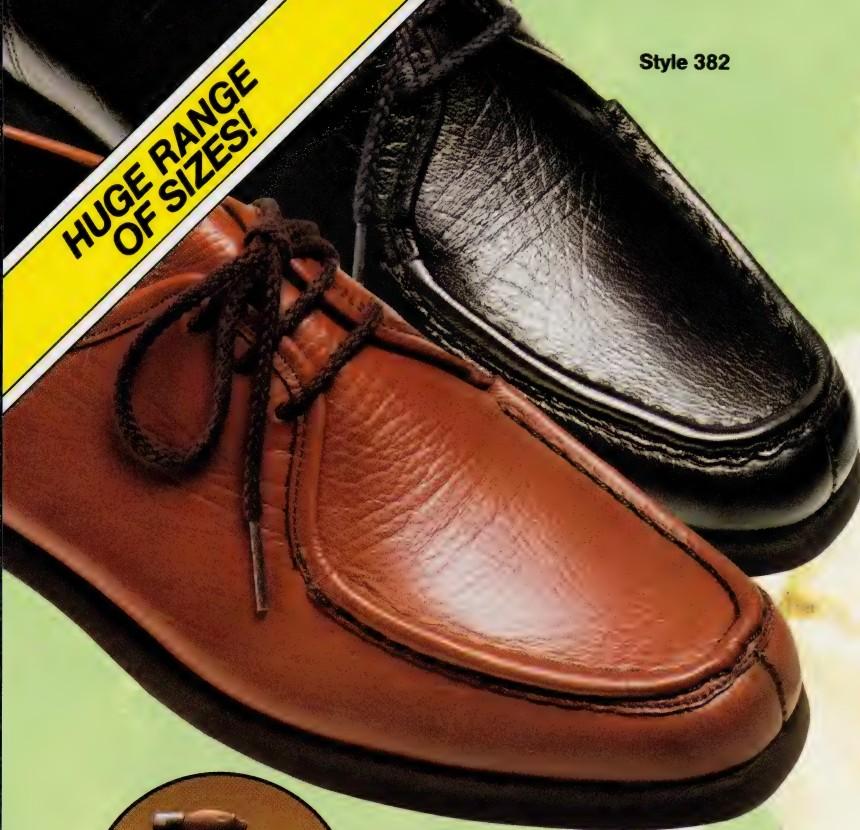
\*Special Mason Shoe  
Waterproof Limited  
**WARRANTY\*\***  
This is a **SIX MONTH WAR-  
RANTY** from the time you receive  
your shoes...**Styles 338 and  
339**. If these shoes are not water-  
proof during those six months  
of normal use, we will either  
**REPLACE** them with a **NEW PAIR**  
at no additional cost, or **REFUND**  
every cent you paid us.  
\*\*in addition to the general  
Mason Shoe Warranty.



Style 338

HUGE RANGE  
OF SIZES!

Style 382



Style 383

Flexible Comfort

## Lightweight Comfort *Soft Genuine Leather Uppers!*

Wrap your feet in Casual Comfort!

You'll be at ease from the very first moment you gently slip your feet into the cushioned luxury

of these fine dress casuals from Mason.

**Crushably Soft Leather Uppers** with emphasis on **SOFT**...Flexible Cushion Crepe Soles and Heels with the emphasis on **FLEXIBLE**...and **Velvet-eez** Air Cushioned Innersoles with the emphasis on **CUSHIONED!**



Widths	Sizes
A	9 to 13
B	7 to 13
C	6 to 14
D	6 to 16
E	6 to 15
EE	6 to 15
EEE	6 to 16

Also Half Sizes  
Except 12½,  
13½, 14½ & 15½

Style 382 Black

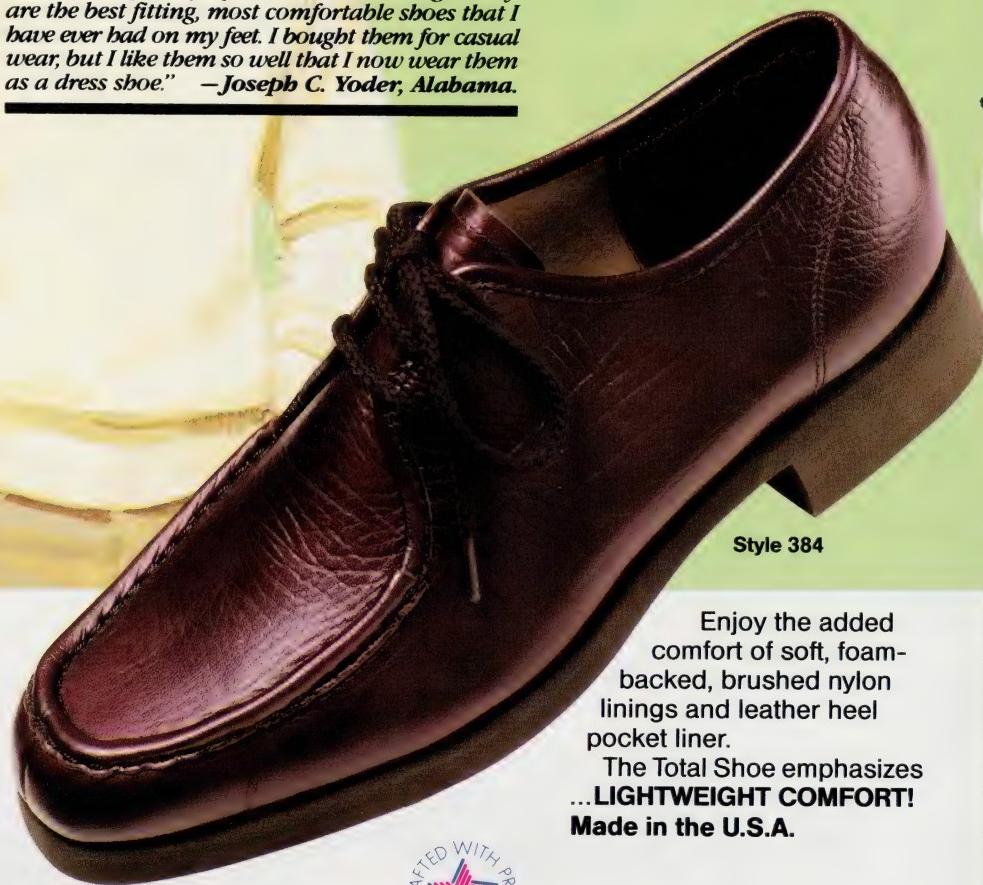
Style 383 Brown

Style 384 Burgundy

**\$46.95**

*velvet-eez*  
AIR CUSHIONED INNERSOLES

*"I bought a pair of style 382 some time ago. They are the best fitting, most comfortable shoes that I have ever had on my feet. I bought them for casual wear, but I like them so well that I now wear them as a dress shoe." —Joseph C. Yoder, Alabama.*



Style 384

Enjoy the added comfort of soft, foam-backed, brushed nylon linings and leather heel pocket liner.

The Total Shoe emphasizes  
**LIGHTWEIGHT COMFORT!**  
**Made in the U.S.A.**

CRAFTED WITH PRIDE  
IN U.S.A.

*soft  
cushioned  
insoles*  
(Style 598 Only)

Style 598 Cedar Tan Moccasin

\$37.95

Width              Sizes  
D ..... 7 to 13  
Also Half Sizes  
Except 11½, 12½



Style 657



Style 658

## American Handlaced Leather Moccasins

Styles 597 and 598 feature Soft, Full Grain Leather Uppers.

Style 597 has durable, flexible, rubber-like soles designed for indoor/outdoor wear.

Style 598 features a soft, natural, leather bottom...perfect for indoor lounging. For added comfort there's a thick layer of foam cushioning under foot. Both feature true "wrap-around" moccasin construction for soft, natural comfort. **Made in the U.S.A.**

Style 597 Tan Moccasin  
\$29.95

Width              Sizes  
B ..... 7 to 13  
C ..... 7 to 13  
D ..... 7 to 13  
EE ..... 7 to 13  
Also Half Sizes  
Except 11½, 12½

Style 657 Mahogany Brown Boat Shoe  
Style 658 Cedar Tan Boat Shoe

\$48.95

Width              Sizes  
B ..... 9 to 13  
D ..... 7 to 13  
E ..... 7 to 12  
Also Half Sizes  
Except 12½

## Leather Boat Shoe Casuals

Styles 657 and 658...Carefree Boat Shoe Casuals. Today you'll find them worn in all types of casual settings.

- Premium Leather Uppers crafted in true "wrap-around" moccasin fashion.
- Rubber-like deck soles with razor-cut traction pattern.
- Raw-hide leather skip lacing...tighten with a tug.
- 3/4 length padded insole assures your walking comfort from ship to shore.
- Unlined for natural comfort. **Made in the U.S.A.**



# These Flexible Casuals Create The Feeling Of Floating On Air

Slip into a pair of these **Soft, Full Grain Leather Casuals** and be prepared for a comfortable surprise. You'll feel like you're floating on air... and, actually you are.

Mason creates this unique sensation by a combination of Cushion Crepe Soles and Cambrelle®-Covered **Velvet-eez** Air Cushioned Innersoles.

Cushion Crepe Soles, with their micro-cellular construction, gives you a springy, bounce-back feel with every step you take. You'll also find them extremely flexible and durable as well.

**Velvet-eez** Air Cushioned Innersoles indulge your comfort further with their luxurious foam rubber construction. Thousands of tiny air bubbles compress and recover as you leisurely walk along.

We've covered our **Velvet-eez** Innersole with breathable Cambrelle® for the final layer of comfort. Cambrelle® is a fabric lining that wicks away moisture, then dries soft for long-lasting comfort.

An expandable elastic gore across the instep holds this slip-on comfortably snug to your foot. A sturdy heel counter provides stability. And, they're unlined for cool, natural comfort. **Made In The U.S.A.**



**Mason Has Your Size!**

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B	X	X	X	X	X	X	X	X	X	X	X	X	X		
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 393 Black  
Style 394 Brown  
Style 395 Tan

\$46.95

**NEW Style!**

HUGE RANGE OF SIZES!



Style 393

**velvet-eez**  
CAMBRELLE®-COVERED  
AIR CUSHIONED INNERSOLES

**Sizes for Style 516**

	7	7½	8	8½	9	9½	10	10½	11	11½	12	13
B				X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	

Style 516 Taupe Maine Walking Shoe

**NEW  
Style!**

(Style 516 only.)



Style 516  
\$48.95

**Sizes for Style 481**

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	13	14
B			X	X	X	X	X	X	X	X	X	X	X		
C			X	X	X	X	X	X	X	X	X	X	X		
D	X	X	X	X	X	X	X	X	X	X	X	X	X		
E			X	X	X	X	X	X	X	X	X	X	X		
EE			X	X	X	X	X	X	X	X	X	X	X		
EEE			X	X	X	X	X	X	X	X	X	X	X		

Style 481 Bone 3-Eyelet Oxford

\$46.95



*velvet-eez®*

AIR CUSHIONED INNERSOLES  
(Style 481 only.)



**Sizes for Style 538**

	7	7½	8	8½	9	9½	10	10½	11	12
C	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	

Style 538 Tan Chukka Boot

\$34.95

# MASON CASUALS

## Traditional Casual Favorites

### Premium Leather Uppers

The combination of good looks and comfort make these contemporary casuals ideal for any occasion.

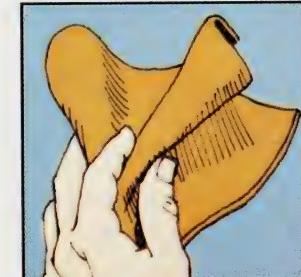
**STYLE 516** is our Taupe, Hand-sewn, Maine Walking Shoe. It's built for your leisure time comfort with **Soft, Wax-Tanned Leather Uppers**... true "wrap-around" moccasin construction...cushion crepe soles... and 3/4-length, leather-covered, cushioned insoles.

**STYLE 481**, the Bone, 3-Eyelet Casual features **Glove-Soft Leather Uppers**. Each step will be a soft pleasure with the combined effect of **Velvet-eez Air Cushioned Innersoles** and shock-absorbing cushion crepe soles. Inside, your feet are surrounded by soft, brushed nylon linings.

**STYLE 538**, the Traditional Chukka Boot is done in **Suede Leather**. It features durable, shock-absorbing, plantation crepe soles... complete with its distinctive pebble-grained pattern.

Unlined, so the natural feel of leather is next to your feet. 3/4-length insole cover with padding at the heel assures your walking comfort.

Pick your Traditional Favorite!  
**All Three Made in the U.S.A.**



CRAFTED WITH PRIDE  
IN U.S.A.

SOFT, PLIABLE  
LEATHER ON  
STYLES 481  
& 516  
(SUEDE  
LEATHER ON 43  
STYLE 538)



Style 558

## Ventilated

You've never had it so soft...or so light! **Genuine Glove-Soft, Full Grain Leather Uppers** with English Moccasin styling. Fine perforations in the forepart give cool, flow-thru comfort on hot summer days. Even

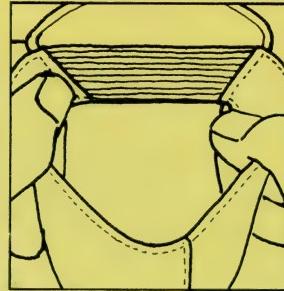
## for Spring & Summer

the insole covers are perforated for added summer comfort.

**Velvet-eez** cushion from heel to toe...genuine cushion crepe soles and heels...hidden elastic goring for comfortably snug fit. **Made in the U.S.A.**



Style 559

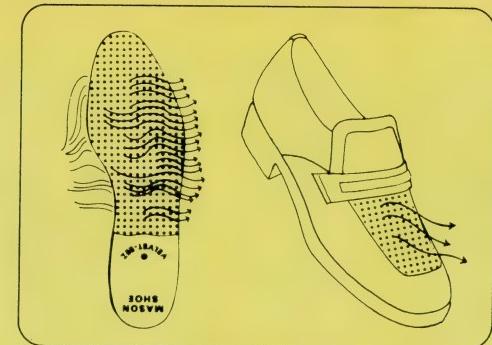


Elastic Goring  
for Maximum  
Foot-Hugging  
Comfort!

Style 558 Tan  
Style 559 White \$52.95  
Style 560 Brown

Widths	Sizes
B.	8 to 13
C.	6 to 13
D.	6 to 14
E.	6 to 14
EE.	6 to 14
EEE.	6 to 14

Also Half Sizes  
Except 12½ & 13½



Insole covers and leather weave  
design foreparts are perforated.  
Comfortable and Cool to wear!



Style 560

CRAFTED WITH PRIDE  
IN U.S.A.

**velvet-eez®**

AIR CUSHIONED INNERSOLE

# More Than Ten Square Feet of Leather Per Pair!

Two distinct boots done in stormy western sky grey!

**STYLE 931—Grey Bullhide Western.** We've taken tough Bullhide leather and used it for the foot of this unique western boot.

Deep, grooved lines and patterns reflect the rugged character of this leather. We've matched it up with a Full Grain Cowhide Leather shaft that features 3-needle (triple-stitched) design. "R" toe...a medium narrow western toe.

**STYLE 946—Grey Marbleized Cowhide Western.** The foot of this boot features dark, marbleized shading for a rugged, natural look. Full Grain Cowhide Leather foot and shaft. "Sunbelt U" toe...a medium round western toe. 2-needle (double-stitched) shaft design.

**BOTH BOOTS FEATURE...**Oak-tanned Leather soles. • Leather Goodyear Welt construction. • Leather-covered **Velvet-eez** Air Cushioned Innersoles. • Leather pull straps.

They also boast...tempered steel western shanks...deep-dip shafts...and 2-inch western cowboy heels with rubber top lifts.

Made in the U.S.A.



Sizes for Style 946

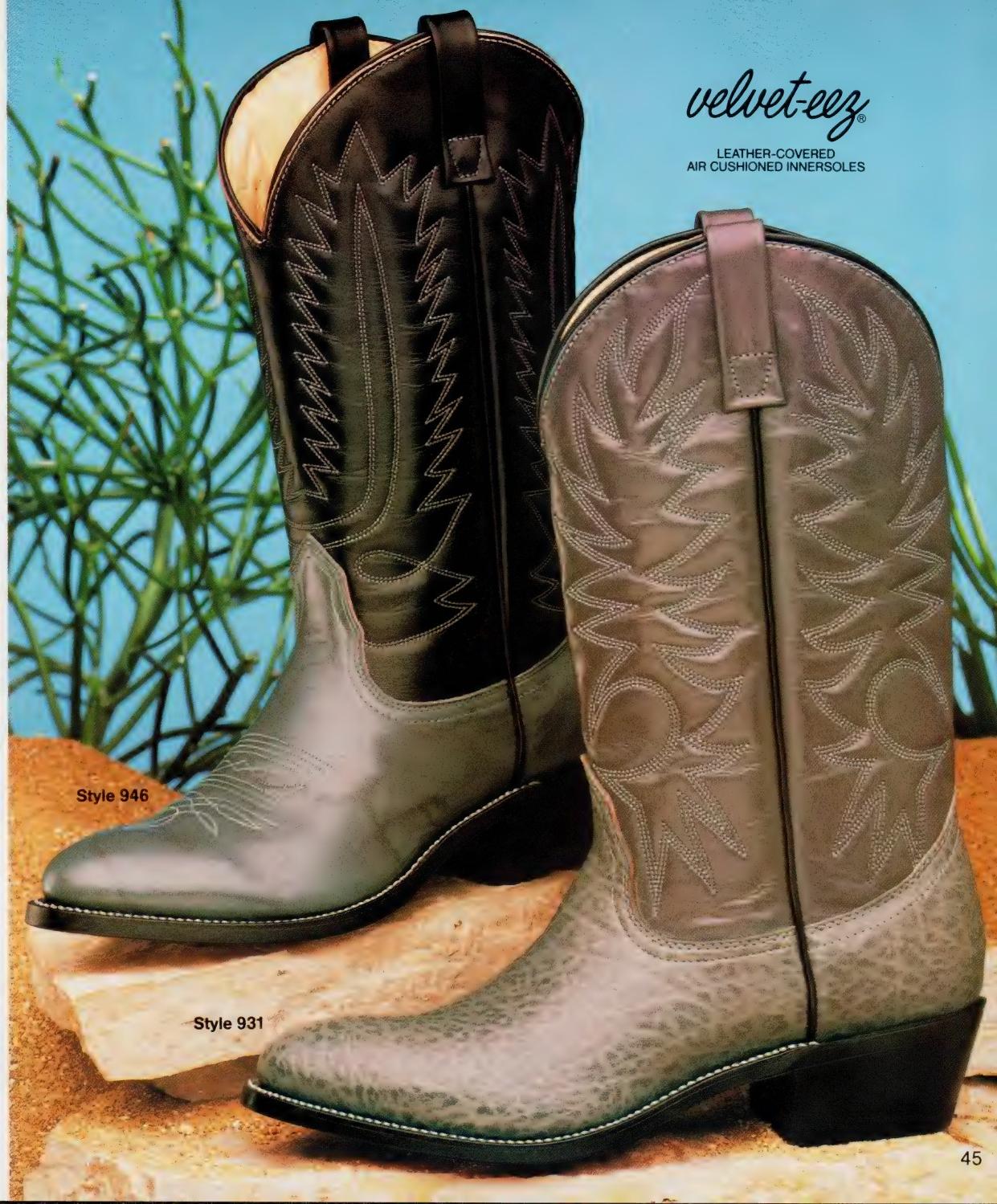
	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
C		X	X	X	X	X	X	X	X	X	X		
D	X	X	X	X	X	X	X	X	X	X	X	X	
EE		X	X	X	X	X	X	X	X	X	X	X	

Style 946 Grey Marbleized Cowhide 13" \$119.95

Sizes for Style 931

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	13	14
B							X	X	X	X	X	X	X	X	
C			X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E		X	X	X	X	X	X	X	X	X	X	X	X	X	
EE		X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 931 Grey Bullhide 13" \$129.95



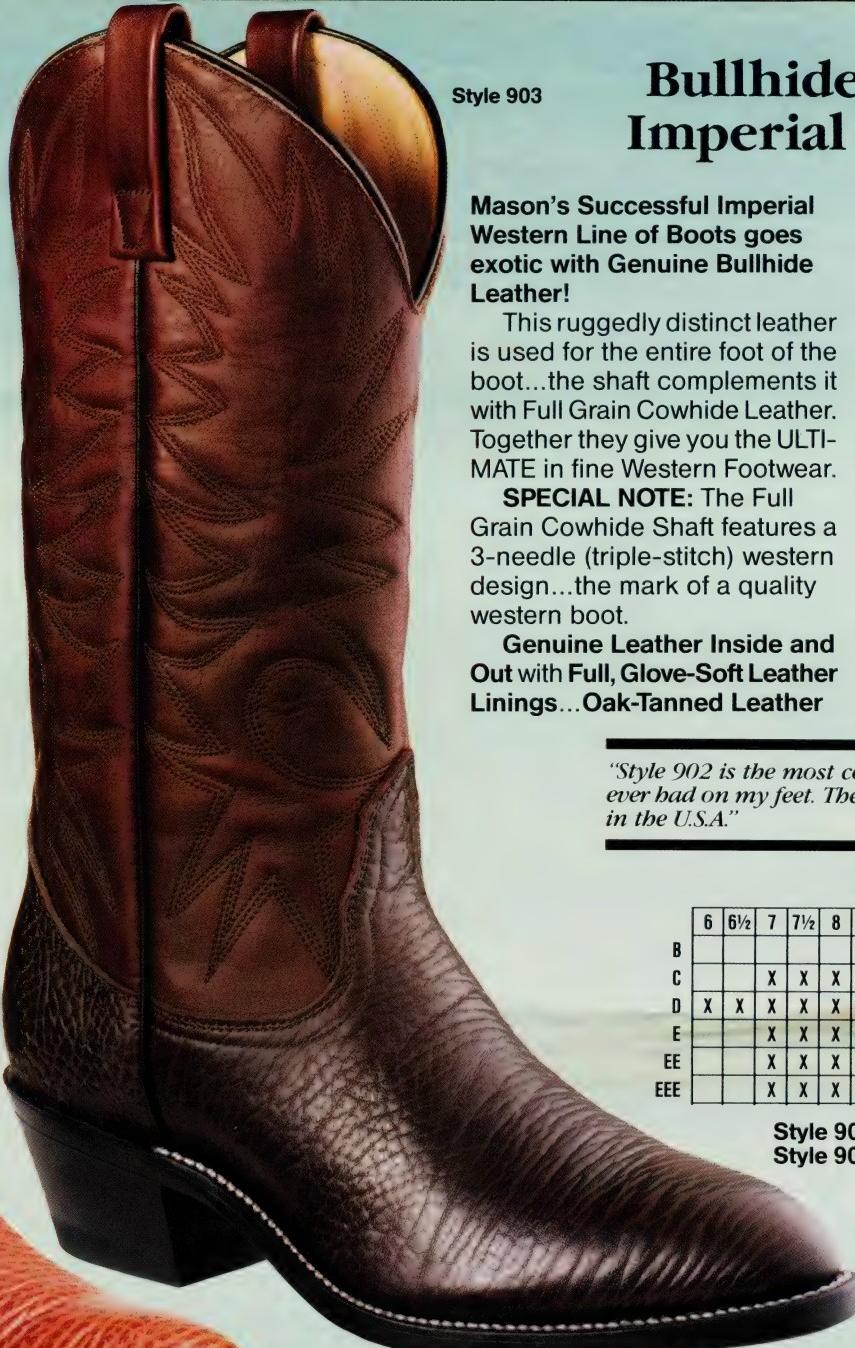
*velvet-eez*  
LEATHER-COVERED  
AIR CUSHIONED INNERSOLES

Style 902

CRAFTED WITH PRIDE  
IN U.S.A.



Style 903



## Bullhide Leather Imperial Westerns

Mason's Successful Imperial Western Line of Boots goes exotic with Genuine Bullhide Leather!

This ruggedly distinct leather is used for the entire foot of the boot...the shaft complements it with Full Grain Cowhide Leather. Together they give you the ULTIMATE in fine Western Footwear.

**SPECIAL NOTE:** The Full Grain Cowhide Shaft features a 3-needle (triple-stitch) western design...the mark of a quality western boot.

Genuine Leather Inside and Out with Full, Glove-Soft Leather Linings...Oak-Tanned Leather

Soles treated for long wear... Goodyear Leather Welt...Leather Pull Straps...and Leather-Covered Velvet-eez Air Cushioned Innersoles. All in all, over ten square feet of fine quality leather in each pair!

They also feature...tempered steel western shanks...sturdy heel counters...deep-dip shafts...2-inch western heels with rubber top lifts...and the "R" toe, a medium narrow western toe.

Handsome Bullhide Leather Imperial Western Boots...designed with a handcrafted custom-made look! **Made in the U.S.A.**

*"Style 902 is the most comfortable pair of boots I have ever had on my feet. They are the best and they're made in the U.S.A."*

*—Ira J. Morris, Michigan.*

Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B							X	X	X	X	X	X	X			X	
C			X	X	X	X	X	X	X	X	X	X	X			X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X			X	
E			X	X	X	X	X	X	X	X	X	X	X			X	
EE			X	X	X	X	X	X	X	X	X	X	X			X	
EEE			X	X	X	X	X	X	X	X	X	X	X			X	

Style 902 Rust 13-Inch  
Style 903 Dark Brown 13-Inch \$129.95

*velvet-eez*  
LEATHER-COVERED  
AIR CUSHIONED INNERSOLES

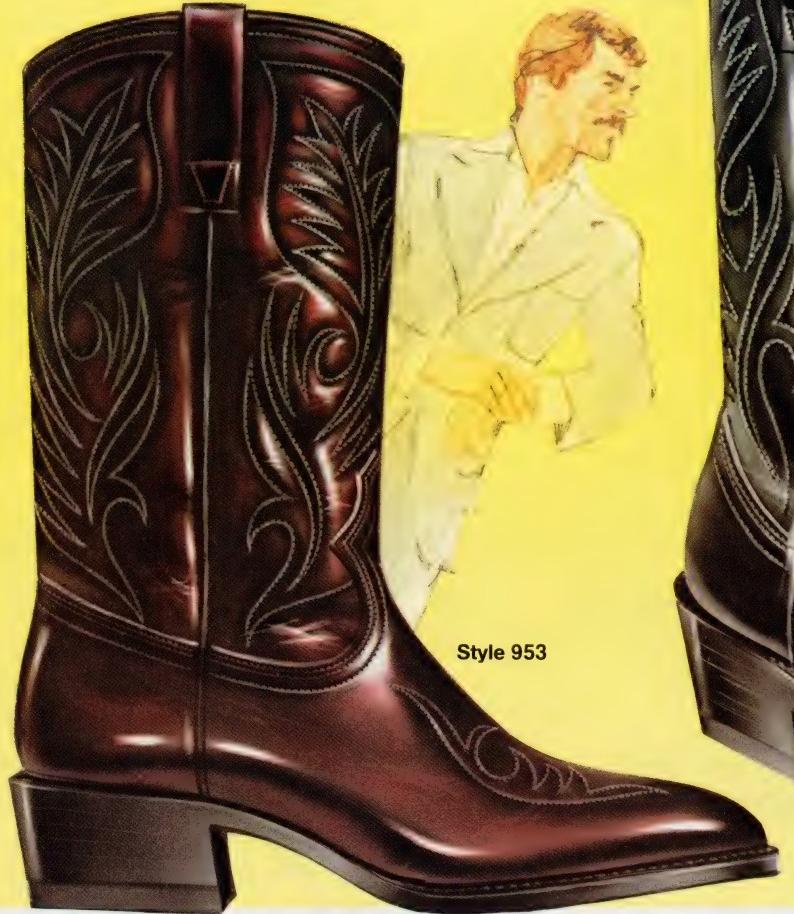
Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
B					X	X	X	X	X	X	X	X		X	
C		X	X	X	X	X	X	X	X	X	X	X		X	
D	X	X	X	X	X	X	X	X	X	X	X	X		X	
E		X	X	X	X	X	X	X	X	X	X	X		X	
EE		X	X	X	X	X	X	X	X	X	X	X		X	
EEE		X	X	X	X	X	X	X	X	X	X	X		X	

Style 953 Handstained Burgundy 12-Inch  
Style 1088 Black 12-Inch  
Style 1107 Rust Brown 12-Inch

\$104.95

Style 1088



Style 953



Style 1107

## WESTERN BOOTS *by Mason*

*Genuine Cowhide  
Leather Uppers*

Go Western Dress in these ruggedly handsome 12-inch Boots from Mason.

All three have **Genuine Cowhide Leather Uppers**...style 953 is handstained and burnished to a full luster.

Leather pull straps...“R” toe, a medium narrow toe...Tempered steel western shanks...2-inch western heels with rubber top lifts...**Velvet-eez** Air Cushioned Innersoles...Flexible composition dress soles...stitched design on shaft

and toe...smooth-lined shafts... and Goodyear Welt Construction. Western Style...Mason Comfort!

**Made in the U.S.A.**



**velvet-eez®**  
AIR CUSHIONED INNERSOLES

HUGE RANGE  
OF SIZES!

velvet-eez®

AIR CUSHIONED INNERSOLES



## Western Work Boots

*100% Genuine Rawhide Leather Uppers*

Western Work Boots...Crafted from Rugged, Full Grain Cowhide Leather! (Distinctive marbleized pattern on the grey boot.)

Tough, non-marking, oil-resistant Nitrile soles feature V-tread design for maximum traction.

Also features Mason's comfortable Velvet-eez Air Cushioned Innersoles... 2-inch western heels with extra-thick, abrasion-resistant Nitrile rubber top lifts...medium narrow western "R" toes...smooth-lined shafts...tempered steel western shanks...Goodyear Welt Construction.

It all adds up to solid comfort!

**Made in the U.S.A.**



Style 984

**Style 887** Black 12-Inch  
**Style 927** Brown 12-Inch **\$108.95**  
**Style 984** Grey 12-Inch

Widths	Sizes
B . . . . .	9 to 13
C . . . . .	7 to 14
D . . . . .	6 to 16
E . . . . .	7 to 15
EE . . . . .	7 to 14
EEE . . . . .	7 to 14
EEEE . . . . .	7 to 13

Also Half Sizes  
Except 12½, 13½,  
14½, 15½

# Soles Must Outwear Uppers Or You Get New Pair! \*

## Premium Marbleized Leather Uppers

After looking at the abrasion resistance tests for this sole, we believe you could walk from El Paso, Texas to Chippewa Falls, Wisconsin with these boots and still have plenty of sole left to give you years of wear.

We're not suggesting you take that walk, but we wanted you to know just how tough this sole is... it also resists oils and acids, and it's non-marking. (We've even developed a special heel with all those durable properties.)

**It's so durable we say it will outlast those Premium Leather Uppers or we will replace them with a brand new pair, or repair them, or give**

**you a refund of every cent you paid us.\***

We've talked a lot about those tough soles, but just take a look at those **Handsome, Premium Leather Uppers!** It's a special leather that's soft to the touch with a marbleized look...subtle shading runs at random throughout the leather to add a rugged, natural aspect.

Other features include...**Velvet-eez** Air Cushioned Innersoles...Two-Needle (double-stitch) western shaft design...stitched toe medallion...2-inch western heels with extra thick, abrasion-resistant Nitrile rubber top lifts...smooth shaft linings...tempered steel western shanks...sturdy heel counters...leather pull straps...the "R" toe, a medium narrow toe...and quality Goodyear Welt Construction. **Made in the U.S.A.**



New Flexible Sole

Style 911



Style 910

Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
C	X	X	X	X	X	X	X	X	X	X	X	X			
D	X	X	X	X	X	X	X	X	X	X	X	X		X	
E	X	X	X	X	X	X	X	X	X	X	X	X			
EE	X	X	X	X	X	X	X	X	X	X	X	X			
EEE	X	X	X	X	X	X	X	X	X	X	X	X			

Style 910 Tan 13-Inch      Style 911 Grey 13-Inch      \$109.95

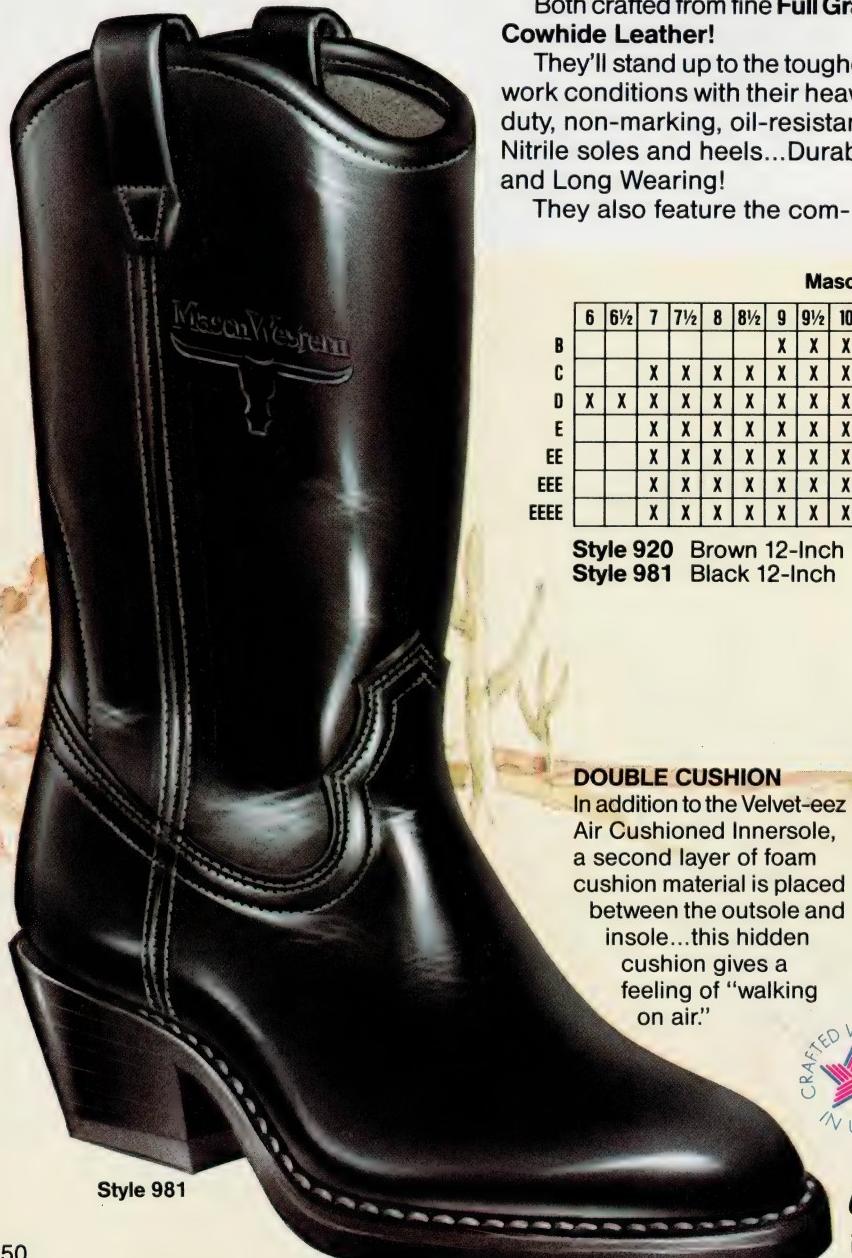
\*Special Mason Shoe Guaranteed Sole Limited Warranty\*\*

This is a LIFETIME WARRANTY. The soles on Styles 910 and 911 are guaranteed to outwear the uppers under normal conditions, or we will either REPLACE them with a NEW PAIR at no additional cost, or REPAIR them, or REFUND every cent you paid us.

\*\*in addition to the general Mason Shoe Warranty.



**100% Genuine Rawhide  
Leather Uppers**  
**Extra-Tough Nitrile Soles  
and Heels**



## Mason Western

Authentic Western Styling...traditional rugged Mason craftsmanship throughout!

Both crafted from fine **Full Grain Cowhide Leather!**

They'll stand up to the toughest work conditions with their heavy-duty, non-marking, oil-resistant Nitrile soles and heels...Durable and Long Wearing!

They also feature the com-

fort of **Velvet-eez** Air Cushioned Innersoles...leather pull straps...unlined shafts...2-inch western heels with extra thick, abrasion-resistant Nitrile rubber top lifts...medium narrow western "R" toes...tempered steel western shanks...and Goodyear Welt Construction.

Both embossed with Mason's exclusive steerhead brand of quality! **Made in the U.S.A.**

**HUGE RANGE  
OF SIZES!**

**Mason Has Your Size!**

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15	15½	16
B						X	X	X	X	X	X	X									
C			X	X	X	X	X	X	X	X	X	X									
D	X	X	X	X	X	X	X	X	X	X	X	X								X	
E			X	X	X	X	X	X	X	X	X	X									
EE			X	X	X	X	X	X	X	X	X	X									
EEE			X	X	X	X	X	X	X	X	X	X									
EEEE			X	X	X	X	X	X	X	X	X	X									

Style 920 Brown 12-Inch

Style 981 Black 12-Inch

**\$89.95**

### DOUBLE CUSHION

In addition to the Velvet-eez Air Cushioned Innersole, a second layer of foam cushion material is placed between the outsole and insole...this hidden cushion gives a feeling of "walking on air."

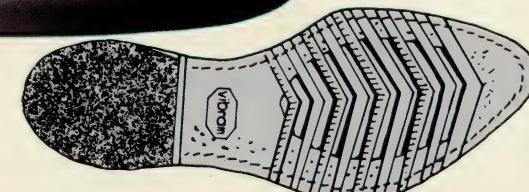
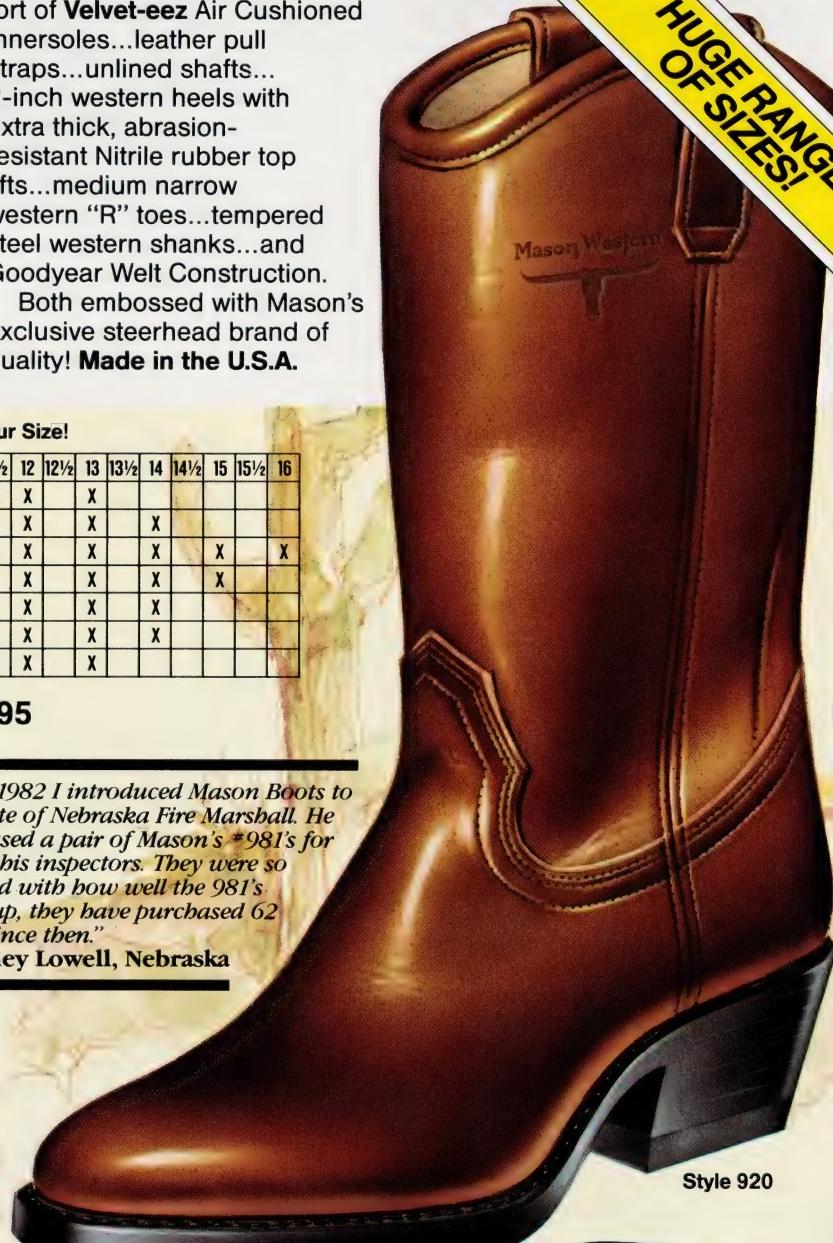


*velvet-eez*  
AIR CUSHIONED  
INNERSOLES

AIR CUSHIONED  
INNERSOLES

*'In 1982 I introduced Mason Boots to the State of Nebraska Fire Marshall. He purchased a pair of Mason's #981's for one of his inspectors. They were so satisfied with how well the 981's stood up, they have purchased 62 pairs since then.'*

**—Wesley Lowell, Nebraska**



# Classic Romeo Styling

## Genuine Premium Leather Uppers

The lightweight durability of Vibram® EVAflex™, Micro-Cellular Cushion Wedge, Non-Marking Soles combined with Classic Romeo Styling.

### • MAXIMUM FLEXIBILITY

This style offers maximum flexibility, making them ideal for men who are on their feet a great deal. They're especially good for men whose jobs demand a lot of bending and kneeling, such as tile and brick layers, roofers, carpet layers, etc.

### • EXPANDABLE SIDE GORE

The reason behind this exceptional comfort is the expandable side gore. It gives and stretches with your every move, yet it holds the shoe snug to your foot whether you're standing, walking, or kneeling.

### • QUALITY CONSTRUCTION

#### Genuine Premium Leather Uppers

...Comfortable, Lightweight, Micro-Cellular Cushion Wedge Soles...

Velvet-eez Air Cushioned Inner-soles...Leather Quarter Linings.

Cambrelle® Vamp Linings...the "Living Lining." A cushioned, ventilated lining that lets your feet breathe.

Tempered steel shanks...

Goodyear Welt Construction. **Made in the U.S.A.**



Style 322

Style 528

*velvet-eez®*

AIR CUSHIONED INNERSOLES

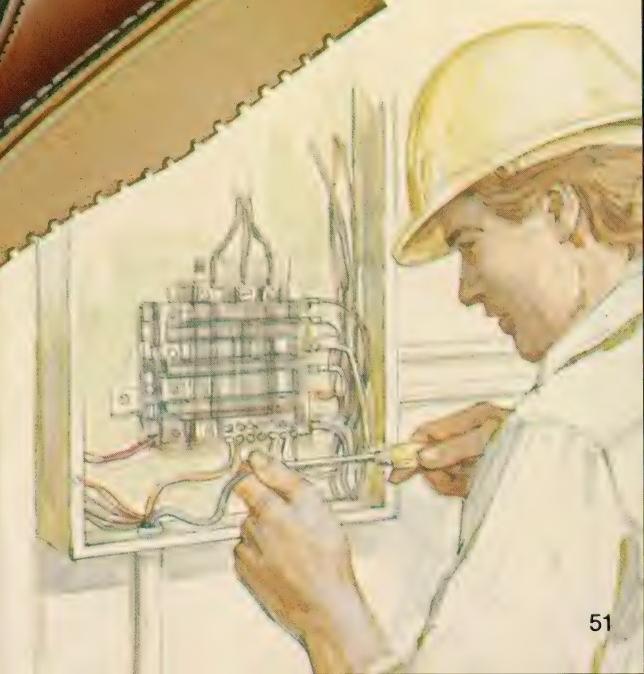
HUGE RANGE  
OF SIZES!

Widths	Sizes
B	8 to 13
C	6 to 14
D	6 to 15
E	6 to 14
EE	6 to 14
EEE	6 to 15
EEEE	6 to 15

Also Half Sizes  
Except 12½,  
13½ & 14½

Style 322 Black Romeo  
Style 528 Brown Romeo

\$58.95



HUGE RANGE  
OF SIZES!



Style 600



See Details on  
Pages 60 and 61  
(Style 600 only).

NOTE: The Postal Approved shoe has a small tag attached with the code "SR/USA." This indicates the shoe has passed the U.S. Government's slip resistance test.

*velvet-eez*  
®

AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION

## Soles Must Outwear Uppers or You Get Replacement, Repair or Refund!\*

### Premium Leather Uppers

Here is the work shoe you've always wished for! It's rugged and tough so it can take real punishment on the job...yet, it's handsome enough for sport or dress!

And, talk about comfort and quality...it's lighter and more flexible than other work shoes. PLUS, the **Soles Must Outwear The Uppers Or You Get Replacement, Repair or Refund!\*** It's Mason's

tough, oil-resistant, non-marking, "Jubilee" Hypalon sole.

Also features **Quality Leather Uppers**...leather quarter linings...heavy-duty tempered steel shanks...Goodyear Welt Construction...Padded tongue...and Mason's **Velvet-eez** Air Cushioned Innersole with longitudinal cushion. A work style you can be proud to wear!  
**Made in the U.S.A.**

Style 601



Style 600 Black      \$62.95  
Style 601 Brown

Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15	15½	16
AA							X	X	X	X	X	X	X	X	X	X	X	X	X				
A								X	X	X	X	X	X	X	X	X	X	X	X				
B								X	X	X	X	X	X	X	X	X	X	X	X	X			
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

\*Special Mason Shoe Guaranteed  
Sole Limited WARRANTY\*\*

This is a LIFETIME WARRANTY. The soles on Styles 600 and 601 are guaranteed to outwear the uppers under normal conditions, or we will either REPLACE them with a NEW PAIR at no additional cost, or REPAIR them, or REFUND every cent you paid us.

\*\*in addition to the general Mason Shoe Warranty.

# Rugged Work/ Casual Oxfords with Running Shoe Comfort!

TECHNOLOGY that put the comfort in running shoes is now available in a work/casual oxford from Mason.

- The quality and comfort starts with **Soft, Pliable, Full Grain Leather Uppers**...wax-tanned brown, or service black. Both are water-resistant.
- Vibram® EvaFlex™, Microcellular Cushion Outsoles designed to absorb foot-shocks. Lightweight, Flexible, Non-marking.
- Cambrelle® Vamp Lining. Designed to wick away perspiration like a blotter. Cool in summer, warm in winter. Unlined quarter.
- Frelonic™ Cushioned Insert with heel cup that cradles your foot in comfort. Cambrelle® covered and removable, so it can be aired out to add to its life.
- Goodyear Welt Construction.
- Soft Padded Collar...Smooth Leather-Lined Tongue...Tempered Steel Shank...and Sturdy Heel Counter for stable support.

Made in the U.S.A.

Water-Resistant Leather Uppers!  
Vibram® EvaFlex™, Microcellular Soles!

CRAFTED WITH PRIDE  
IN U.S.A.



Style 834



Style 835

\$69.95

Style 834 Service Black

Style 835 Wax-Tanned Brown

Widths	Sizes
B.....	8 to 13
C.....	6 to 14
D.....	6 to 15
E.....	6 to 14
EE.....	6 to 14
EEE.....	6 to 15
EEEE.....	6 to 15

Also Half Sizes  
Except 12½,  
13½ & 14½

HUGE RANGE  
OF SIZES!

# For Routemen and Service Station Men

## Sylflex™ Tanned Leather Uppers

Sylflex™ is a special triple-treated Silicone tannage which keeps leather permanently water-repellent...yet allows it to breathe. After being treated with this Silicone, the leather is at least 25 times as re-

sistant to water as ordinary leather. The Silicones are tanned clear through...it's not just a surface coating...in fact, scuffed areas retain its unique water resistant qualities.

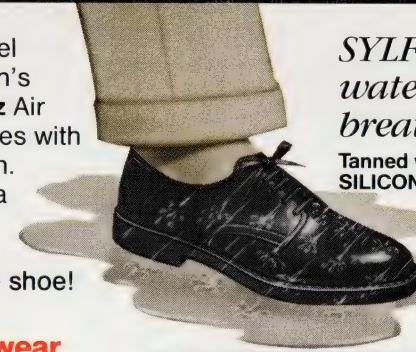
It doesn't fill the pores like grease. The leather also takes a brilliant shine and it won't stiffen, curl, or crack.

Besides the Sylflex™ Treated Leather Uppers, both styles also have oil-resisting, non-marking, slip resistant, durable and flexible cushioned soles...Goodyear Welt Construction...leather quarter lin-

ings...tempered steel shanks...and Mason's exclusive **Velvet-eez** Air Cushioned Innersoles with longitudinal cushion. Style 900 also has a padded tongue.

A truly fine and comfortable service shoe!  
**Made in the U.S.A.**

**Soles Must Outwear  
Uppers or You Get  
Replacement, Repair,  
or Refund!\***



**SYLFLEX™ sheds  
water! (Yet still  
breathes)**

Tanned with magic  
**SILICONES**

\*Special Mason Shoe Guaranteed  
Sole Limited Warranty\*

This is a **LIFETIME WARRANTY**. The soles on Styles 900 and 901 are guaranteed to outwear the uppers under normal conditions, or we will either **REPLACE** them with a **NEW PAIR** at no additional cost, or **REPAIR** them or **REFUND** every cent you paid us.

\*In addition to the general Mason Shoe Warranty.

See Details on  
Pages 60 and 61.

**NOTE:** Postal Approved shoes have a small tag attached with the code "SR/USA." This indicates the shoes have passed the U.S. Government's slip resistance test.

Widths	Sizes
AA	8 to 15
A	8 to 15
B	8 to 15
C	6 to 15
D	6 to 16
E	6 to 16
EE	6 to 16
EEE	6 to 16
EEEE	6 to 16

Also Half Sizes  
Except 12½, 13½,  
14½, 15½

**Style 900 Black Oxford  
Style 901 Black 6-inch**

**Style 900  
\$64.95**



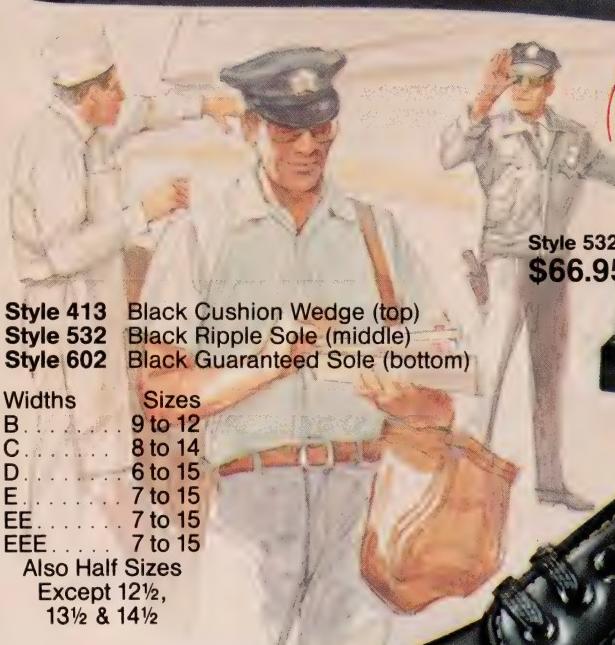
# For men who work on their feet!

Style 413  
\$62.95

CRAFTED WITH  
PRIDE  
IN U.S.A.



**velvet-eez®**  
AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION



See Details  
on Pages  
60 and 61.  
All 3 styles  
Postal Approved.

Style 532  
\$66.95

Style 413 Black Cushion Wedge (top)  
Style 532 Black Ripple Sole (middle)  
Style 602 Black Guaranteed Sole (bottom)

Widths              Sizes  
B . . . . . 9 to 12  
C . . . . . 8 to 14  
D . . . . . 6 to 15  
E . . . . . 7 to 15  
EE . . . . . 7 to 15  
EEE . . . . . 7 to 15

Also Half Sizes  
Except 12½,  
13½ & 14½

Style 602  
\$64.95



Three Top Quality, **Genuine Leather** Work Oxfords...built to stand up to tough work conditions. They also feature **Velvet-eez** Air Cushioned Innersoles with longitudinal cushion...padded tongue...leather quarter linings...tempered steel shanks...and Goodyear Welt Construction. Non-marking soles.

**Made in the U.S.A.**

## THREE TOUGH SOLES

**Style 413**...Full Cushion Crepe Wedge Sole...lightweight, durable, and flexible.

**Style 532**...Unique Ripple Sole...designed to decrease foot shock and put a "spring" in your step.

**Style 602**...Durable, Cushiony, Sole...**Guaranteed to Outwear the Uppers or You Get Replacement, Repair or Refund!\***

## STYLE 602 ONLY

"Special Mason Shoe Guaranteed Sole Limited WARRANTY" This is a LIFETIME WARRANTY. The soles on Style 602 are guaranteed to outwear the uppers under normal conditions, or we will either REPLACE them with a NEW PAIR at no additional cost or REPAIR them or REFUND every cent you paid us.  
\*\*in addition to the general Mason Shoe Warranty.

**NOTE:** Postal Approved shoes have a small tag attached with the code "SR/USA." This indicates the shoes have passed the U.S. Government's slip resistance test.

HUGE RANGE  
OF SIZES!

*velvet-eez*®

AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION

Style 941  
\$81.95



**Soles Must Outwear  
Uppers or You Get  
Replacement, Repair  
or Refund!\***

**Mason-Flex  
One Step Break-in**

**TWO BIG FEATURES** in these  
Genuine Leather Work Styles!  
First, we guarantee the **Soles Must**

**Outwear Uppers or You Get  
Replacement, Repair or Refund!\***  
**Second**, these styles feature  
“One-Step Break-In” **Mason-Flex**  
Construction!

The secret to their durability  
is **Mason’s Jubilee Outsole!** It’s  
a very tough Hypalon sole that  
is also lightweight, flexible, oil-  
resistant, and non-marking.

“One of my customers couldn’t find  
any shoes that would last very long in  
his type of work. He bought a pair of  
style 207. The service was far greater  
than any shoes he had ever worn.”  
—Richard E. Russell, Iowa

**Mason Has Your Size!**

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
B					X	X	X	X	X	X	X	X	X	X	X
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

**Style 206** Black Oxford  
**Style 207** Black 6-Inch  
**Style 941** Black 8-Inch

**Style 206**  
**\$62.95**

**Style 207**  
**\$69.95**



for long service. The oxford has a  
padded tongue for extra comfort.

Greater Comfort and Longer  
Wear are yours with a pair of these  
Mason-Flex Service Shoes...An  
Outstanding Value! **Made in  
the U.S.A.**



\*Special Mason Shoe Guaranteed  
Sole Limited WARRANTY\*\*

This is a **LIFETIME WARRANTY**. The soles on  
Styles 206, 207, and 941 are guaranteed to out-  
wear the uppers under normal conditions, or we  
will either **REPLACE** them with a **NEW PAIR** at no  
additional cost, or **REPAIR** them, or **REFUND** every  
cent you paid.

\*In addition to the general Mason Shoe Warranty.



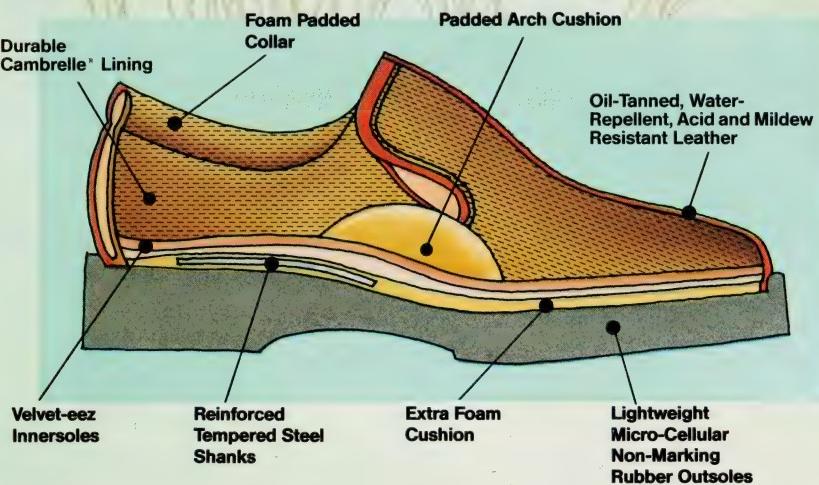
*velvet-eez®*

AIR CUSHIONED INNERSOLES

Style 432  
\$67.95

*"My Doctor advised me to walk 5 miles a day, so I needed a good walking shoe. After my first day with style 432 I found such comfort and enjoyment that I increased my walking to 10 miles per day."*

*—Bob Strunk, Kentucky.*



## Mason's Tough Lightweights

Featuring Vibram®  
EvaFlex™ Micro-Cellular  
Cushion Outsoles!

All the rugged construction features you'd expect from a Mason work/sport oxford...but you're going to be amazed at the light weight.

How can we do this? It's the sole material...a Vibram® EvaFlex™, micro-cellular cushion rubber. It's light in weight, yet it has the durability of the heavy weights. Non-marking.



Style 433  
\$77.95

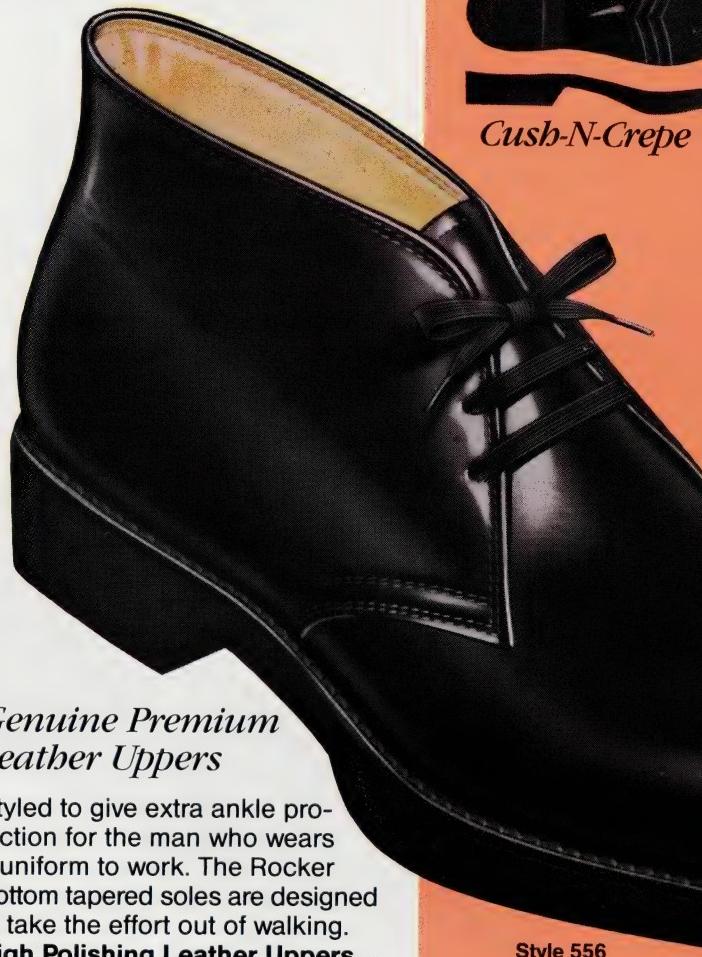
Style 432 Redwood Brown Oxford  
Style 433 Redwood Brown Chukka

Now check out the other quality features...Full Grain, Water Repellent, Leather Uppers...Goodyear Welt construction...and much more. (See the cutaway illustration below.)  
**Made in the U.S.A.**



Widths	Sizes
B . . . . .	9 to 12
C . . . . .	7 to 13
D . . . . .	6 to 14
E . . . . .	6 to 13
EE . . . . .	6 to 13
EEE . . . . .	6 to 14
Also Half Sizes Except 12½ & 13½	

# Leather Chukkas with Rocker Bottom Soles



## Genuine Premium Leather Uppers

Styled to give extra ankle protection for the man who wears a uniform to work. The Rocker Bottom tapered soles are designed to take the effort out of walking.

### High Polishing Leather Uppers...

Goodyear Welt Construction...Fully lined with glove soft leather... Tempered steel shanks...and Mason's Velvet-eez Air Cushioned Innersole with longitudinal cushion.

**Made in the U.S.A.**



Style 556



See Details on  
Pages 60 and 61  
(Style 556 only).

NOTE: The Postal Approved shoe has a small tag attached with the code "SR/USA." This indicates the shoe has passed the U.S. Government's slip resistance test.



Style 556 Black  
Style 557 Brown

\$66.95

Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
B								X	X	X	X	X	X	X	
C				X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEE		X	X	X	X	X	X	X	X	X	X	X	X	X	
EEEE			X	X	X	X	X	X	X	X	X	X	X	X	



Style 610 Brown Rocker Bottom  
Style 611 Black Rocker Bottom

\$62.95

Style 610

## Rocker Bottom Shoes

### Genuine Premium Leather Uppers

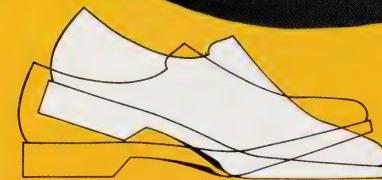
Here is a unique concept of comfort and foot ease for the man who spends long hours on his feet... Rocker Bottom tapered soles! They take the work out of walking!

Mason's exclusive **Velvet-eez** Air Cushioned Innersoles with longitudinal cushion, padded tongue, and lightweight Cush-N-Crepe outsoles give you double cushion comfort!

**Pliable, Smooth, Genuine Leather Uppers** in a neat plain toe pattern... Goodyear Welt construction... leather quarter linings... and tempered steel shanks.

An ideal shoe for deliverymen!

**Made in the U.S.A.**



**velvet-eez®**

AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION

### Take the Effort Out of Walking!

The Rocker Bottom Sole uses the "Rocking Chair" principle to take the effort out of walking! The tapered design allows you to rock forward on the ball of your foot with each step. Support is concentrated at the metatarsal—the natural fulcrum of the moving foot. This rocking motion minimizes bending and creasing of the vamp—preserves new appearance of the shoe.



**Cush-N-Crepe**

*"I have worn my style 611 shoes daily since I received them several months ago. The Velvet-eez innersoles and Rocker Bottom Soles make them more comfortable than any shoes I've ever worn." — Donald W. Browne, Michigan.*



**Mason Has Your Size!**

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
B		X	X	X	X	X	X	X	X	X	X	X	X	X	X
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
EEEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Style 611



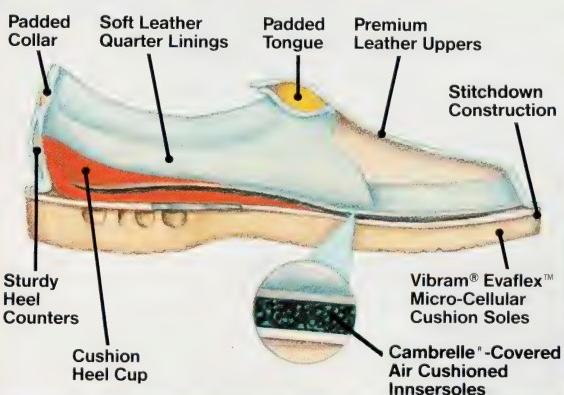
See Details on  
Pages 60 and 61  
(Style 611 only).

**NOTE:** The Postal Approved shoe has a small tag attached with the code "SR/USA." This indicates the shoe has passed the U.S. Government's slip resistance test.

# Professional Quality Walking Shoes Approved

Style 305  
\$59.95

Now you have the opportunity to experience the exceptional quality of footwear so comfortable and durable, it's approved for use by **U.S. Postal Workers.**



Style 305 Black Plain Toe Oxford  
Style 400 Black Moc Toe Oxford

Style 400  
\$66.95



## IMPORTANT INFORMATION FOR PLACING POSTAL ORDERS

Check with your Postmaster to see if you or your customer are eligible for the purchase of Postal Approved Shoes with a **Postal Uniform Allowance**. If you or your customer are eligible, we must have the following information included with the order.

1. Postal Employee's Name
2. Employee Number (first 7 digits of Social Security Number).
3. Post Office Name and Zip Code.

(cont. on next page)

You'll find many other styles, located throughout the catalog, that are also approved for U.S. Postal use...check them out.

### MEN'S

Style 600 .....	Page 52
Styles 900 & 901 .....	Page 54
Styles 413, 532, 602 .....	Page 55
Style 556 .....	Page 58
Style 611 .....	Page 59
Style 650 .....	Page 62
Style 113 .....	Page 72
Style 685 .....	Page 73
Style 630 .....	Page 75

### WOMEN'S

Style 3274 .....	Page 124
Style 3275 .....	Page 124
Style 3730 .....	Page 124

# by U.S. Post Office

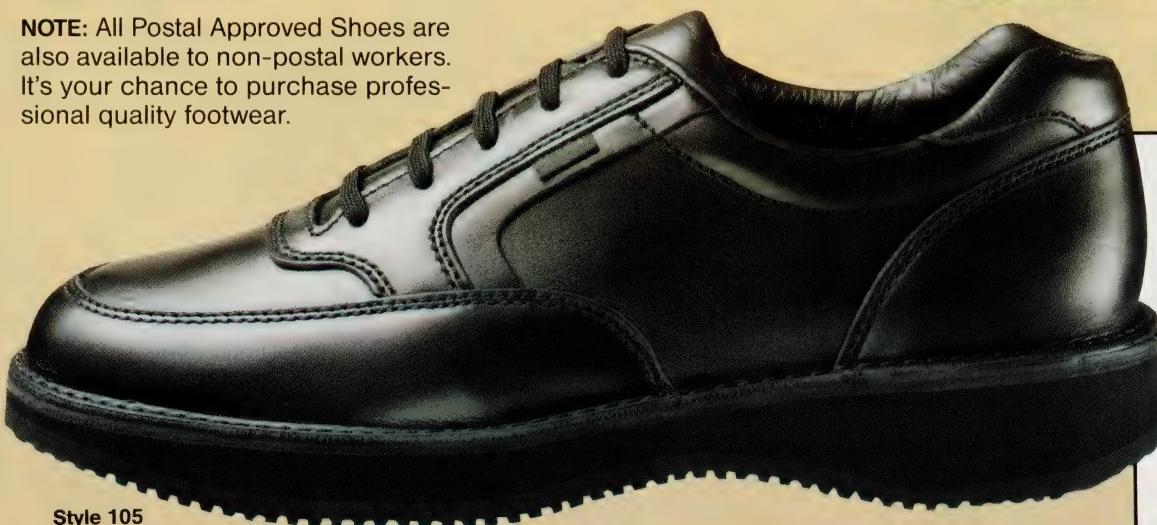
4. Post Office Finance Number.
5. Craft Designation Number and Name.
6. Uniform Allowance Anniversary Date.

## ADDITIONAL INFORMATION FOR POSTAL ORDERS

1. When you contact your post office to sell shoes to postal employees they may ask for **MASON SHOES' VENDOR NUMBER...IT IS #16893.**
2. No advance payment is necessary with U.S. Postal Orders. Mason Shoe will bill the post office directly. (NOTE: For Air Mail or Federal Express Air Orders you do have to send the \$4 or \$5 Fee.)
3. We will send you our commission check as soon as we receive payment from the post office.
4. U.S. Postal Orders can be phoned in on our TOLL-FREE ORDER LINES. Be sure to have all necessary information in front of you.

### Made in the U.S.A.

**NOTE:** All Postal Approved Shoes are also available to non-postal workers. It's your chance to purchase professional quality footwear.



Style 105  
\$82.95



Style 105 Black Walking Oxford  
Style 106 Black Walking Chukka

Style 106  
\$69.95

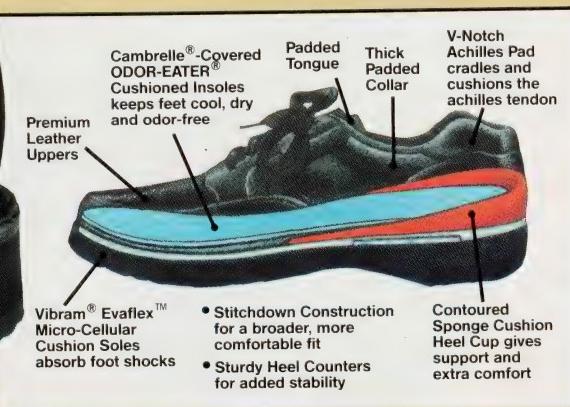


Widths	Sizes
B.....	8 to 12
C.....	7 to 13
D.....	7 to 14
E.....	7 to 14
EE.....	7 to 14
EEE.....	7 to 14

Also Half Sizes  
Except 12½ & 13½



CRAFTED WITH PRIDE  
IN U.S.A.



Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
C	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	

Style 649 Brown Chukka  
Style 650 Black Chukka      \$76.95

Style 649

velvet-eez®

AIR CUSHIONED INNERSOLES  
WITH LONGITUDINAL CUSHION



Style 650

## Built Tough— Padded Soft

Strong lines, bold styling, and cushioned comfort are yours in these Padded Collar Work/Casual Chukkas from Mason.

Genuine Premium Leather Uppers with leather quarter linings.

Neoprene Cushion Crepe Soles  
...durable, flexible, oil-resistant,  
and non-marking.

Soft, pliable, padded collars gently hug your ankle as your foot rests on Mason's Velvet-eez Air Cushioned Innersole with longitudinal cushion.

Quality built with Goodyear Welt Construction...tempered steel shanks...and sturdy heel counter for stability. **Made in the U.S.A.**



See Details on  
Pages 60 and 61  
(Style 650 only).

NOTE: The Postal Approved shoe has a small tag attached with the code "SR/USA." This indicates the shoe has passed the U.S. Government's slip resistance test.



CRAFTED WITH PRIDE  
IN U.S.A.

**velvet-eez**

AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION



PERFORATED  
INNERSOLE COVER

Style 966  
**\$86.95**



Style 949  
**\$66.95**



## Soles Must Outwear Uppers or You Get Replacement, Repair or Refund!\*

**FULL GRAIN WATER-RESISTANT LEATHER UPPERS**...a wonderfully soft, supple leather which is also tough and long wearing. This upper leather is combined with our oil-resistant, non-marking **guaranteed** nitrile soles to make these shoes an outstanding value. Also includes...extra heavy-duty tempered steel shanks...unlined quarters...and Mason's exclusive **Velvet-eez** Air Cushioned Innersole with longitudinal cushion. Goodyear Welt construction. The ideal shoe for rugged service! **Made in the U.S.A.**



Style 950  
**\$74.95**

Style 949 Brown Oxford  
Style 950 Brown 6-Inch  
Style 966 Brown 8-Inch

Widths	Sizes
B . . . . .	7 to 14
C . . . . .	7 to 14
D . . . . .	6 to 14
E . . . . .	6 to 14
EE . . . . .	6 to 14
EEE . . . . .	6 to 14

Also Half Sizes  
Except 12½, 13½



### \*Special Mason Shoe Guaranteed Sole Limited WARRANTY\*\*

This is a **LIFETIME WARRANTY**. The soles on Styles 949, 950 and 966 are guaranteed to outwear the uppers under normal conditions, or we will either **REPLACE** them with a **NEW PAIR** at no additional cost, or **REPAIR** them, or **REFUND** every cent you paid us.  
\*\*In addition to the general Mason Shoe Warranty.

**DOUBLE CUSHION**  
In addition to the covered Velvet-eez Air Cushioned Innersole, a second layer of foam cushion material is placed between the outsole and insole—this hidden cushion gives a feeling of "walking on air."

# Rugged Boots... Excellent for Farm Wear!



## Twice-Tanned Leather Uppers

These two plain toe boots have long been a favorite with men who farm for a living. **Tough Leather Uppers are Twice-Tanned** to meet tough farming requirements. The twice-tanned leather uppers dry out soft, and resist soil acids. Oil-resistant, non-marking, long wearing Nitrile soles and heels give exceptional service. In fact, we guarantee the Soles must outwear the uppers or you get **Replacement, Repair, or Refund**. Goodyear Welt Construction. Tempered Steel Shanks.

Three-quarters bellows gusset helps keep dirt out. Sweat resistant vamp linings and unlined quarters. Plus, Mason's exclusive **Velvet-eez** Air Cushioned Innersole with longitudinal cushion gives added comfort for day-long wear.

**Made in the U.S.A.**

HUGE RANGE  
OF SIZES!

Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	13	14	15	16
A					X	X	X	X	X	X	X	X	X	X			
B					X	X	X	X	X	X	X	X	X	X			
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
EEEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

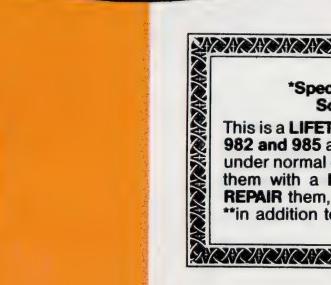
Style 982 Brown 6-Inch \$69.95

Style 985 Brown 8-Inch \$77.95

*"My customer, Cliff Fleck, bad this to say about style 982... 'On the farm, finishing concrete and driving 'dozers... they keep their shape, resist the elements and give more comfort than any other boots I have ever worn.'"*

*— Christine Egg,  
Indiana.*

Style 985



*velvet-eez*

AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION

Style 982

**Soles Must  
Outwear Uppers  
or You Get  
Replacement,  
Repair, or Refund!\***

\*Special Mason Shoe Guaranteed  
Sole Limited WARRANTY\*\*

This is a **LIFETIME WARRANTY**. The Soles on Styles 982 and 985 are guaranteed to outwear the uppers under normal conditions, or we will either **REPLACE** them with a **NEW PAIR** at no additional cost, or **REPAIR** them, or **REFUND** every cent you paid us. \*\*in addition to the general Mason Shoe Warranty.



Style 913

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15	15½	16
B							X	X	X	X	X	X	X	X	X						
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 913 Black 9-inch  
Style 914 Brown 9-inch

\$79.95



DOUBLE CUSHION

## Mason Western Wellington

**Soles Must Outwear  
Uppers or You Get  
Replacement, Repair  
or Refund!\***

*Great for Work or Casual*

**100% Genuine Rawhide Leather**  
**Uppers...**tough non-marking Nitrile soles and 1½" Nitrile Heels, oil and acid resistant...Goodyear Welt Construction...leather-lined heel pocket...unlined shafts...tempered steel shanks...and, Mason's Exclusive **Velvet-eez** Air Cushioned Innersoles. **Made in the U.S.A.**

\*Special Mason Shoe Guaranteed  
Sole Limited WARRANTY\*\*

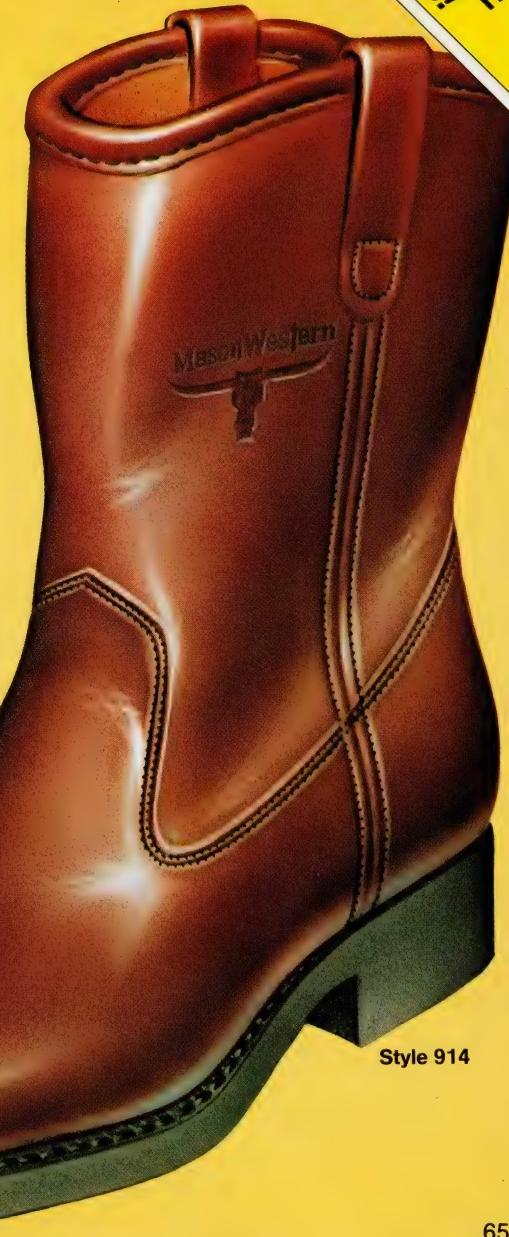
This is a **LIFETIME WARRANTY**. The soles on Styles 913 and 914 are guaranteed to outwear the uppers under normal conditions, or we will either **REPLACE** them with a **NEW PAIR** at no additional cost, or **REPAIR** them, or **REFUND** every cent you paid us.

\*\*in addition to the general Mason Shoe Warranty.



*velvet-eez®*

AIR CUSHIONED INNERSOLE



Style 914

HUGE RANGE  
OF SIZES!

HUGE RANGE  
OF SIZES!



Style 952



Rugged Boots from Mason's Field & Stream Collection of Fine Outdoor Footwear. Super-Soft, Super-Light... but TOUGH enough to tame the most rugged terrain.

- **Genuine Full Grain, Oil-Tanned, WATER REPELLENT, Leather Uppers.** Micro-cellular, non-marking, cushion rubber, modified wedge, Vibram® Evaflex™ outsoles with cross-grooved, traction-gripping design for "sure-footed" walking. Soles are durable and lightweight too.
- **DOUBLE CUSHION COMFORT...** Velvet-eez Air Cushioned Innersoles, plus a second layer of foam cushion between the outsole and insole. (See illustration below)
- **PLUS**, all of the rugged outdoor features you'd expect to find in boots of this quality...Genuine Goodyear Welt construction...tempered steel shanks...unlined quarters...leather-lined inside heel pocket. **Made in the U.S.A.**

Style 952 Lace Up 8-Inch

Style 992 Wellington 11-Inch

\$84.95

Widths	Sizes
B.....	9 to 13
C.....	7 to 14
D.....	6 to 16
E.....	7 to 16
EE.....	7 to 16
EEE.....	7 to 15
EEEE.....	8 to 14

Also Half Sizes  
Except 12½, 13½,  
14½, 15½



Style 992



Slip-Resistant Traction Design!

velvet-eez®  
AIR CUSHIONED  
INNERSOLE

CRAFTED WITH PRIDE  
IN U.S.A.



The finest, most comfortable boots you'll ever own!

• Premium, Full-Grain, Water-Repellent, Oil-Tanned Leather

Uppers resist acids and cracking, and reduce mildew.

- Velvet-eez double cushion construction for that extra measure of comfort
- Genuine Goodyear Welt construction
- Tempered steel shanks
- Quarters unlined
- Leather-lined inside heel pockets
- **TRACTION TREAD** Neoprene cushioned crepe sole and heel...lightweight, long wearing, oil-resistant, and non-marking.

Style 959...8-inch speed lace

boot. Dark colored **TRACTION TREAD** sole and heel. Riveted D-rings that won't break, bend or pull out. Full storm welt.  
**Style 960**...11-inch Wellington pull on. Leather pull straps. Natural-colored **TRACTION TREAD** sole and heel. **Made in the U.S.A.**



HUGE RANGE OF SIZES!



Style 959

velvet-eez®

AIR CUSHIONED INNERSOLES

Style 959 Lace Up 8-Inch

Style 960 Wellington 11-Inch

\$84.95

Water-Repellent Leather Uppers!

Style 960



Double Cushion

In addition to the Velvet-eez Air-Cushioned Innersole, a second layer of foam cushion material is placed between the outsole and insole...this hidden cushion gives a feeling of "walking on air."

HUGE RANGE  
OF SIZES!

velvet-eez®

AIR CUSHIONED INNERSOLES



Style 870  
\$87.95

Style 655  
\$76.95



Style 655 Rugged Service 8" Boot  
Style 870 Field & Stream 8" Boot

Widths	Sizes
B	8 to 13
C	7 to 13
D	6 to 14
E	7 to 14
EE	7 to 14
EEE	7 to 14

Also Half Sizes  
Except 12½, 13½

Field &  
Stream

Tough 8-Inch Boot  
for Work & Sport

**STYLE 870 (lower left)**

- Premium, Full-Grain, Oil-Tanned Leather Uppers reduce mildew, and resist acids and cracking
  - Velvet-eez Air Cushioned Innersoles for an added measure of comfort
  - Genuine Goodyear Welt construction
  - Tempered steel shanks
  - Quarters unlined
  - Leather-lined inside heel pockets
  - Full storm welt
  - Genuine "yellow label" Vibram® lug soles for maximum traction and durability.
- Made in the U.S.A.**



**Rugged Service Boot**

**STYLE 655**

Here is a boot that will stand up under extreme working conditions. **Long-wearing, Oil-Tanned Leather Uppers**

reduce mildew, and resist acids and cracking. The Hypalon soles and heels are oil and grease resistant, lightweight, and extra long-wearing...all this combined with a full midsole assures you of firm foot support. Goodyear Welt Construction...Unlined quarters...Heavy-duty tempered steel shanks... **Velvet-eez cushioned innersoles. Made in the U.S.A.**

Style 622  
\$86.95

Style 623  
\$94.95



## Top Quality Boots with Woodsman Heels

Top Quality boots featuring the 1½-inch shaped woodsman heels with rubber top lift.

Both styles also feature...**Extra Plump, Water Resisting Leather Uppers**...Goodyear Welt construction...long wearing, oil-resistant Neoprene soles...nylon upper stitching for greatest strength...outside counter pockets...extra heavy tempered steel shanks...Mason's **Velvet-eez** Air Cushioned Innersole.

**Style 622**, the 8-inch boot, has leather pull strap...leather bellows gusset.

**Style 623**, the 11-inch boot, has two adjustable straps to assure a comfortably snug fit. **Made in the U.S.A.**



Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
C			X	X	X	X	X	X	X	X	X	X	X
D	X	X	X	X	X	X	X	X	X	X	X	X	X
E	X	X	X	X	X	X	X	X	X	X	X	X	X
EE	X	X	X	X	X	X	X	X	X	X	X	X	X
EEE	X	X	X	X	X	X	X	X	X	X	X	X	

**Style 622**

Black 8-Inch Boot

**Style 623**

Black 11-Inch

Engineer's Boot

*velvet-eez*  
AIR CUSHIONED INNERSOLES

"I've worn style 989 in the corn fields of Iowa, the rolling plains of Missouri, and goose hunting in Delaware. I've walked thousands of miles and they've shown little wear. I need a boot this good."

— Monty Summa, Iowa



*velvet-eez*

CRAFTED WITH PRIDE  
IN U.S.A.

AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION

## INSULATED! 100% WATERPROOF\*

\*Special Mason Shoe Waterproof Limited WARRANTY\*\*

This is a **SIX MONTH WARRANTY** from the time you receive your boots... **Style 989**. If these boots are not waterproof during those six months of normal use, we will either **REPLACE** them with a **NEW PAIR** at no additional cost, or send you a **REFUND** of every cent you paid us.

\*\*in addition to the general Mason Shoe Warranty.

*The ideal boot for Sportsmen,  
Outdoor Workers*

• **WATERTIGHT SOLE CONSTRUCTION**—The sole and heel are bonded to the leather upper. Water and dampness are sealed out by this process.

• **NEWEST LEATHER FOR ACTION FOOTWEAR**—No other leather yet developed can compare for resistance to water. Designed to meet the sternest tests given footwear that gets constant outdoor use. Remains soft and supple after exposure to extremely wet conditions.

• **UPPER SEAMS ARE SEALED TIGHT**—All seams of the upper leather including the moccasin toe, gusset, side seam, etc. are sealed with a special new watertight compound.

• **NEW EXTRA LONG WEARING SPECIAL SOLE**—Non-marking sole has twice the wear resistance of most crepe sole materials. This sole is lightweight, shock absorbing, and slip resistant. Heat and cold do not affect this sole. It is chemical, oil and acid resistant. **Made in the U.S.A.**

This deluxe 9-inch leather boot is made for the man who will settle for nothing but the very best in outdoor footwear. Insulated to keep feet WARM with special sole to keep feet DRY. This combination makes a perfect boot for sportsmen, outdoorsmen and construction workers. The full grain upper leather is the finest available. It is 100% waterproof

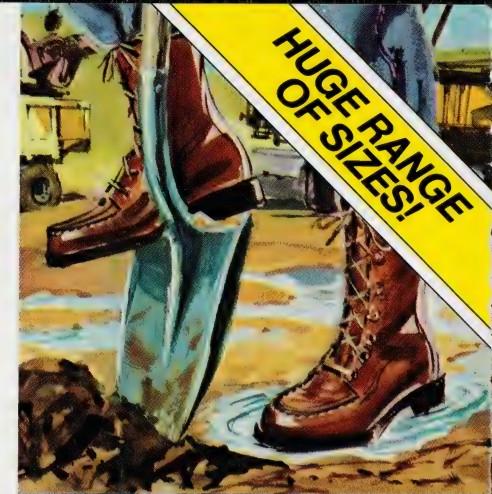
and resists acids, alkalis, and salty slush. This leather will not harden or crack, but stays soft and supple. Completely leather lined with soft glove tanned cowhide. Bellows type gusset. Sturdy speed laces. Extra strong steel shanks. Soft Velvet-eez Air Cushioned Innersole with longitudinal cushion.

**Style 989 Brown 9-Inch Insulated  
100% Waterproof Boot**

**\$109.95**

Widths	Sizes
B	9 to 14
C	6 to 14
D	6 to 14
E	6 to 14
EE	6 to 14
EEE	6 to 14
EEEE	7 to 12

Also Half Sizes  
Except 12½, 13½



### 100% WATERPROOF FOR SIX FULL MONTHS

Water transmits cold very quickly. These boots are watertight. Therefore the insulation stays dry and keeps feet really warm. Mason's insulated boot is guaranteed 100% waterproof for a full 6 month period—many men get years of completely dry wear.

To maintain the waterproof qualities of this boot we recommend Silicone Treatments at regular intervals.



Thousands of unconnected AIR CELLS between two layers of leather provides DEAD AIR SPACE insulation—keeps cold out and holds body heat in.

### CHEMICAL AND OIL RESISTANT LONG WEARING SOLE



# Steel Toe Sports, Guaranteed Soles

Styles 636 and 1165...Sporty Styling and downright Rugged, Steel Toe Construction.

- Steel Toes rated Top "75".
- Goodyear "Indy 500" Guaranteed Sole (see guarantee on this page).
- 1000 Denier Cordura® Nylon Uppers with Leather Reinforcement. • Cambrelle® Vamp Linings.
- Soft, foam-backed nylon quarter linings.



- Contoured Frelonic™ Cushioned Insoles with heel cup...Cambrelle® Covered...Removable. • Padded Collar. • Padded Tongue. • Sturdy Heel Counter. • Tempered Steel Shanks. • **Made in the U.S.A.**

## Steel Toe Cushioned Chukka

Style 248...Steel Toe Toughness...Cushioned Chukka Comfort!

- Premium Leather Uppers.
- Tempered Steel Toes. • Full

- Leather Linings. • Padded Collar.
- Neoprene Cushion Crepe Sole...durable, oil-resistant, non-marking.
- **Velvet-eez Air Cushioned Inner-soles with longitudinal cushion.**

- Tempered Steel Shanks.
- Sturdy Heel Counters. • Good-year Welt Construction. • **Made in the U.S.A.**



Styles 636 & 1165 rate MI/75 C/75...Style 248 rates MI/50 C/50 ...in accordance with ANSI Z41 PT83



### Sole Must Outwear Uppers or You Get Replacement, Repair, or Refund\*

(Styles 636 and 1165 Only)

Style 1165  
\$76.95

Sizes for Styles 636 & 1165													
D	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
EE	X	X	X	X	X	X	X	X	X	X	X	X	X

Style 636 Blue/Grey Oxford  
Style 1165 Blue/Grey 5-Inch



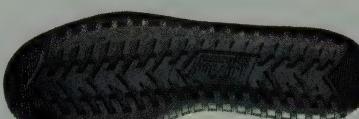
velvet-eez®

AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION

(Style 248 only)

Sizes for Style 248

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
A									X	X	X	X	X		
B									X	X	X	X	X		
C									X	X	X	X	X		
D	X	X	X	X	X	X	X	X	X	X	X	X	X		
E	X	X	X	X	X	X	X	X	X	X	X	X	X		
EE	X	X	X	X	X	X	X	X	X	X	X	X	X		
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X		



Styles 636 and 1165 Only

Style 248 Black Chukka

# Steel Toe Walking Comfort

Mason Shoe has added a new dimension of comfort to the Steel Toe Safety Shoe Line with this Cushioned Casual.

- **Tempered Steel Toes**...top rated and rust resistant. These styles rate MI/75 C/75 in accordance with ANSI Z41 PT83.
- **Full Grain Leather Uppers**...soft and supple.
- **Vibram® EVAflex™ Micro-Cellular Cushion Soles** offer remarkable shock-absorbing capabilities. Non-marking.
- **Full Glove-Soft Leather Linings.**
- **Contoured Sponge Cushion Heel Cup.**
- **Soft Air Cushioned Innersoles** with breathable Cambrelle® linings that absorb moisture away from your feet to keep them cool and dry.
- **Sturdy Stitchdown Construction** allows for plenty of toe room.
- **Padded Collar** for ankle-hugging comfort...**Padded Tongue** provides a cushion across your instep...**Sturdy Heel Counter** for lateral stability.

Protection and Comfort in one unique shoe! **Made in the U.S.A.**

(NOTE: The Black Oxford, Style 113, has also been approved for use by U.S. Postal Workers. See details for postal orders on pages 60 and 61.)



(Style 113 only.)

## STEEL TOES



Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 113 Black Steel Toe

Style 114 Brown Steel Toe

\$74.95

Style 113

*soft  
cushioned  
insoles*

# Surround Your Feet In Cushioned Comfort and Steel Toe Protection

When you're on your feet all day at work, comfort can become as important as safety.

Mason's Top Rated Steel Toes fill your need for safety...now, we've put those steel toes into a comfortable, cushioned chukka boot.

## SAFETY

Your safety is our #1 concern. That's why we use only the finest, rust-resistant, tempered steel toes.

These chukka steel toe styles earned a top rating of MI/75 C/75 in accordance with ANSI Z41 PT83.

We then surround your feet and those steel toes with **Tough, Full Grain Cowhide Leather Uppers**. And, tough doesn't mean stiff and uncomfortable. We've tanned those leather uppers to be supple for flexible comfort from your first step.

## COMFORT

Speaking of comfort, we've built in plenty!

- Vibram® EVAflex™ microcellular cushion soles with superior shock-absorbing capabilities. Long-wearing...non-marking.
- Leather-lined quarters...cool, breathable Cambrelle® lined vamps.
- Contoured sponge cushion heel cup.
- Soft Air Cushioned Innersoles covered with Cambrelle®.
- Durable stitchdown construction for added toe room.
- Padded collar.
- Padded tongue.
- Sturdy heel counter for lateral stability.

Safety and Comfort in a Top Quality Chukka. **Made in the U.S.A.**

(NOTE: The Black Chukka, style 685, has been approved for use by U.S. Postal Workers. See details for postal orders on pages 60 and 61.)



Style 686

Style 685

U.S. APPROVED  
POSTAL SERVICE

(Style 685 only.)

soft  
cushioned  
insoles

**NEW  
Style!**

Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 685 Black      \$82.95  
Style 686 Brown

# SIX STYLES! Three With Steel Toes... Three Without!



## Premium Leather Uppers

All Six Feature...**Top Quality, Full Grain Leather Uppers**...Lightweight, Durable, Non-Marking, Crepe Wedge Soles...**Velvet-eez** Air Cushioned Innersoles with longitudinal cushion...Tempered Steel Shanks...Unlined Quarters and Shafts...Leather Pull Straps...Dirt-Excluding Gussets on 6-inch and 8-inch styles...and Goodyear Welt Construction. **Made in the U.S.A.**

### Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14
B			X	X	X	X	X	X	X	X	X	X	X	X	X		
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
EEE		X	X	X	X	X	X	X	X	X	X	X	X	X	X		

### REGULAR TOE

Style 934 Tan Oxford \$66.95  
Style 935 Tan 6-Inch \$74.95  
Style 936 Tan 8-Inch \$82.95

### STEEL TOE

Style 937 Tan Oxford \$74.95  
Style 938 Tan 6-Inch \$82.95  
Style 939 Tan 8-Inch \$89.95

Styles 937, 938 and 939 rate MI/75 C/75...  
in accordance with ANSI Z41 PT83.

*velvet-eez*  
AIR CUSHIONED  
INNERSOLES  
WITH LONGITUDINAL  
CUSHION



Style 630



STEEL TOES

NEW  
Style!



*soft  
cushioned  
insoles*

Style 631



## Steel Toe Safety Built For Walking

We've taken the bulk out of safety shoes and replaced it with high-tech, lightweight, cushioned comfort.

You still get maximum protection...this steel toe style is rated MI/75 C/75 in accordance with ANSI Z41 PT83. But, now you also get walking comfort.

- Soft, Premium Leather Uppers with Tempered Steel Toes.
- Vibram® Evaflex™ Microcellular Soles that absorb foot-shocks and bounce back for more.
- Full Cambrelle® Linings...a durable, fabric lining that absorbs moisture away from your feet, then dries soft and natural.
- Cambrelle® Covered Cushioned Insole. Thick padding for superior underfoot comfort.
- Padded Collar with V-Notch Achilles Cushion. This provides you with an added barrier of comfort at your ankle.
- Heel Counter for lateral stability.
- Style 630, Black, is approved for U.S. Postal Workers. (See pages 60 and 61 for postal ordering instructions.)
- **Made in the U.S.A.**

**NOTE:** The Postal Approved shoe has a small tag attached with the code "SR/USA." This indicates the shoe has passed the U.S. Government's slip resistance test.



Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
D	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	

Style 630 Black  
Style 631 Grey \$66.95

# Safety and Comfort

## Premium Oil-Tanned Leather Uppers

These shoes are designed and constructed to provide maximum foot safety and comfort!

- **Rugged Oil-Tanned Leather Uppers** reduce mildew, and resist acids and cracking.
- Durable, Oil-Resistant, Neoprene Outsoles.
- Goodyear Welt Construction with protective weather welt.
- Heavy-Duty Tempered Steel Shanks.
- **Steel Safety Toes** with leather covering.
- Dirt Excluding Gussets on 6 and 8-inch boots.
- **Velvet-eez** Air Cushioned Inner-soles with longitudinal cushion.

Made in the U.S.A.



CRAFTED WITH PRIDE  
IN U.S.A.

Style 232  
\$64.95

Style 233  
\$74.95

Style 980  
\$84.95



High carbon Austempered steel winguard box toes are "wing" shaped to provide more support and protection. They are treated to be rust resistant. Note the leather toe lining under the steel toe.

Mason Has Your Size!

	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15	15½	16
B					X	X	X	X	X	X	X	X	X	X	X						
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EEEE		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 232 Black Oil-Tanned Oxford

Style 233 Black Oil-Tanned 6-Inch

Style 980 Black Oil-Tanned 8-Inch

These styles rate MI/75 C/75 in accordance with ANSI Z41 PT83.

"I had a customer who said, 'I have worn style #980 for years for driving truck and for protection when I do heavy lifting. These shoes needed no breaking-in period...they were comfortable from the very first day.'"

— Mrs. J.L. Hillyer, Georgia.

*velvet-eez*  
AIR CUSHIONED INNERSOLE WITH LONGITUDINAL CUSHION

Style 971



Style 971 rates  
MI/75 C/75  
in accordance  
with ANSI Z41  
PT83

Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
C		X	X	X	X	X	X	X	X	X			
D	X	X	X	X	X	X	X	X	X	X			
E	X	X	X	X	X	X	X	X	X	X			
EE	X	X	X	X	X	X	X	X	X	X			
EEE	X	X	X	X	X	X	X	X	X	X			

*velvet-eez*<sup>®</sup>

AIR CUSHIONED INNERSOLES

Style 972



Style 971 Black 11-Inch Engineer Boot Safety Toe  
Style 972 Black 8-Inch Logger Boot Safety Toe

\$104.95

Style 972 has superior grade Vibram lug soles and heels for extra wear and traction



Style 972 rates  
MI/75 C/50  
in accordance  
with ANSI Z41  
PT83

## Rugged Boots for Rugged Jobs

### Premium Oil-Tanned Leather Uppers

Rugged heavy duty boots with **Uppers of Super Oil-Tanned Leather**. Oil-Tanned Leather resists acids and cracking, and reduces mildew. Soft leather is used for vamp linings. **The 8-inch boot on the right** has a superior grade Vibram<sup>®</sup> lug sole, shaped logger heel with Vibram<sup>®</sup> lugs, strong brass-plated hooks and eyelets, and tough outside counter pocket with harness stitch. **The 11-inch engineer's boot** has fully leather lined quarter and unlined shaft, никель plated steel buckles, tough oil-resistant Neoprene sole and shaped 1¼ -inch Neoprene heel, and special back stay to prevent shaft from sagging. **Both boots** have high carbon austempered steel winguard box toes shaped to provide a maximum area of support and protection... plus Mason's **Velvet-eez** Air Cushioned Innersoles. Goodyear Welt construction. **Made in the U.S.A.**



# Leather and Steel

## Premium Leather Uppers

Your job demands protection...  
you demand quality and comfort  
...Mason has it all in these two  
fine safety toe styles!

Just Look At These Features...



- **Genuine Leather Uppers!**
- High Carbon Tempered Steel Toes with Leather Cover!
- Tempered Steel Shanks!
- Oil-Resisting, Long Wearing Soles! (**Style 998**, Heavy-Duty Neoprene...**Style 933**, Heavy-Duty Nitrile.)
- Leather-Lined Vamps!
- Leather-Lined Inside Heel Pockets!

- Goodyear Welt Construction!
- **Velvet-eez** Air Cushioned Innersoles! (**Style 998** also features longitudinal cushion.) **Made in the U.S.A.**



*velvet-eez*<sup>®</sup>

AIR CUSHIONED INNERSOLES

Style 998 rates MI/75 C/75  
Style 933 rates MI/50 C/50  
Both in accordance with  
ANSI Z41 PT83



Mason Has Your Size!

	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13
C	X	X	X	X	X	X	X	X	X	X	X	X	X
D	X	X	X	X	X	X	X	X	X	X	X	X	X
E	X	X	X	X	X	X	X	X	X	X	X	X	X
EE	X	X	X	X	X	X	X	X	X	X	X	X	X

Style 933 Pull-On 12-Inch  
Style 998 Lace-Toe 8-Inch



- Style 256** Brown 6-Inch Moc Toe  
**Style 930** Brown 9-Inch Wellington  
**Style 948** Brown 8-Inch Moc Toe



Style 930  
\$84.95

AIR CUSHIONED INNERSOLES

All three styles  
rate MI/75 C/75  
in accordance with  
ANSI Z41 PT83.



## Soles Must Outwear Uppers or You Get Replacement, Repair or Refund!\*

These boots are designed to give you maximum comfort with maximum protection. **Uppers of Oil-Tanned Full Grain Leather** reduce mildew and resist acids and cracking. Fully leather lined vamps, unlined quarters. The 6 and 8-inch boots have full bellows tongue to keep out dirt and gravel. Brass plated steel hooks and solid brass eye-

lets. All three have **Velvet-eez** Air Cushioned Innersoles and tempered steel shanks. Full storm welt-ing. Heavy duty Nitrile soles and heels, with V-Tread design for foot-ing and traction, are oil resistant and non-marking. Goodyear Welt construction. **Made in the U.S.A.**

**Style 256**  
**\$84.95**

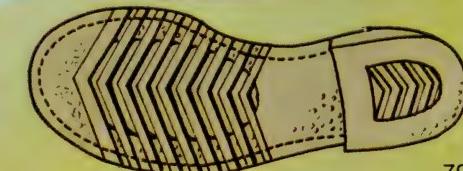
Widths	Sizes
B.....	8 to 13
C.....	7 to 13
D.....	7 to 14
E.....	7 to 14
EE.....	7 to 13
EEE.....	7 to 13

Also Half Sizes  
Except 12½, 13½

**Style 948**  
**\$92.95**



\*Special Mason Shoe Guaranteed Sole Limited WARRANTY\*\*  
This is a LIFETIME WARRANTY. The soles on Styles 256, 930 and 948 are guaranteed to outwear the uppers under normal conditions, or we will either REPLACE them with a NEW PAIR at no additional cost, or REPAIR them, or REFUND every cent you paid us.  
\*\*In addition to the general Mason Shoe Warranty.



# A Leather Pump That Stretches and Relaxes With Your Foot

Finally there's a dress shoe that treats your feet as gently as a casual.

The secret is the elasticized top-line...it assures you a comfortably snug fit with each and every movement of your foot.

To complement this unique feature we have chosen a **Supple**

"Plonge" Leather with butter-softness that will make these shoes a pleasure to wear all day long and into the evening. (See separate box explaining "Plonge" Leather.)

This combination is so soft and flexible, you'll notice a slight, gentle pucker around the topline when

you take them out of the box. That pucker quickly smooths out when you slip them onto your feet.

Other quality features include soft, leather-like linings... soft cushioned insoles... flexible composition dress soles...and trim 2-inch heels.



Step into the "Comfort Zone" with Mason's Elasticized Leather Dress Pumps! **Made in the U.S.A.**

## WHAT IS "PLONGE" LEATHER?

"Plonge" is French for "drum dyed," and originally referred to glove leather.

Plonge is lightweight, smooth and silky to the touch and extremely soft. It provides comfort and breathability.

It is a genuine full grain leather. It has only a very light spray finish on the surface, so the feel of a piece of natural leather is preserved.

Style 3422

Style 3095

**soft  
cushioned  
insoles**

Style 3423

Mason Has Your Size!

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA					X	X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
C		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
D			X	X	X	X	X	X	X	X	X	X	X	X			
E		X	X	X	X	X	X	X	X	X							

Style 3095 Navy Blue

Style 3421 Black

Style 3422 Taupe

Style 3423 White

\$39.95

Elasticized Topline Stretches and Relaxes with your Foot for Maximum Comfort.

# "Soft Hugs"...

## Leather Pumps That Embrace Your Feet

"Soft Hugs" stretch and flex with your feet. How do they do it? We've hidden a strip of elastic in the front part of the topline.

You won't even know it's there until you put them on. Then you will know their secret, as they gently "hug" your feet with every movement, every step.

And, oh what comfort with their **Supple "Plunge" Leather Uppers**. "Plunge" Leather is a full grain leather that is specially tanned to an irresistible butter softness.

Inside, the comfort continues with soft cushioned insoles...foam-backed nylon vamp linings...and leather quarter linings.

It's all set on a flexible dress sole with slip-resistant insert and 1½-inch walking heels.

Pamper your feet with the huggable, flexible, lightweight comfort of Mason's "Soft Hugs" Dress Pumps. **Made in the U.S.A.**



"Soft Hugs" feature elasticized topline for a comfortable snug fit.



Mason Has Your Size!

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
C		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
D			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
EE			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Style 3155 Black

Style 3156 White

\$42.95

Style 3157 Spring Taupe

Style 3157

Style 3156

soft  
cushioned  
insoles

Style 3155

NEW Style!

HUGE RANGE OF SIZES!

MASON'S ELITE

Fine Leather Dresswear!

COLLECTION

## Perfed "Plunge Leather" Pumps Flex Effortlessly

If you're looking for a cool, ultra-flexible dress pump, look no further.

These **Soft, Perfed, "Plunge Leather" Pumps** will bend with just a "whisper" of a touch. That translates into silky smooth walking comfort you've only dreamed about up until now.

To create a shoe this soft and flexible we merged **Supple Leather Uppers** with trim, light urethane dress soles. The result is a pump you can slip on in the morning and wear all day into the evening hours.

Their appeal is further enhanced by soft, cushioned insoles...leather heel counters...and 1½-inch walking heels. **Made in the U.S.A.**

To go with your New Ultra-Flex Pumps try one of our **Color-Coordinated Shoulder Bags**. These 11 x 7-inch bags have a magnetic snap on the front flap.

Inside is a roomy main compartment and a zippered wall pocket for those small items. And, you have the option to drop the strap inside and carry it as a clutch.

**Made in the U.S.A.**



Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
C	X	X	X	X	X	X	X	X	X	X	X	X	X		
D		X	X	X	X	X	X	X	X	X	X	X			
EE		X	X	X	X	X	X	X	X	X	X	X			

Style 3136 Navy Blue Pump

**\$41.95**

Style 3137 Bone Pump

Style 3138 Light Pink Pump

**\$24.95**

Style 2068 Navy Blue Bag

Style 2069 Bone Bag

Style 2070 Light Pink Bag

**NEW  
Style!**

*soft  
cushioned  
insoles*

**HUGE RANGE  
OF SIZES!**



Style 2069

Style 2068

Style 2070

Style 2156



**NEW  
Style!**

Style 2025



Style 2157

Style 3152

Style 3151

Style 3330

**Mason Has Your Size!**

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
B	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	

**Style 3151** Black Pump

**Style 3152** Taupe Pump **\$32.95**

**Style 3330** White Pump

**Style 2156** Black Bag

**Style 2157** Taupe Bag

**Style 2025** White Bag

**\$32.95**

**\$29.95**

# Natural, Woven Leather Styling

Mason's "Pepita" line of fine footwear brings you this **Leather Casual Pump**.

It has a natural, earthy look that's perfect with skirts, pants, or any casual wear. Woven leather detailing across the toe and along the sides adds a touch of style.

This pretty pump is set on a flexible composition dress sole with 1½-inch, leather-wrapped, stacked-look heels. Walking comfort is yours with smooth-covered, lightly padded insoles.

Color-coordinated, 12 x 9-inch, **Leather Shoulder Bags** also exhibit fine styling and a crushable softness.

Snap flap flips open to reveal a drawstring closure top. Inside is a roomy compartment with a zippered wall pocket.

Imported from a quality factory. Quality checked at Mason Shoe.

**NEW  
Style!**



Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA			X	X	X	X	X	X	X	X	X		X		
B	X	X	X	X	X	X	X	X	X	X	X		X	X	
C	X	X	X	X	X	X	X	X	X	X	X	X	X		

Style 3164

Style 3159 Lt. Taupe

Style 3160 Black

Style 3161 Navy Blue

\$38.95

Style 3163 Red

Style 3164 White

Style 3163

Style 3160

Style 3159

Style 3161

## MASON'S ELITE

Fine Leather Dresswear!

COLLECTION

### Genuine Leather Uppers

Sleek, Sculptured Career Pumps from Mason offer you Leather Comfort in a variety of colors.

**Smooth Leather Uppers** with scooped out sides are pretty and basic for wear from 9 to 5, as well

as after 5.

Heel height is dress-right at 2½ inches. More than pretty, they're comfortable as well with soft, foam-backed nylon vamp linings...leather quarter linings...flexible composition dress soles...and light padding at the toes.

Beautiful Lines...Color from Basic to Bright...and Feminine Styling for Career or Evening Wear!  
**Made in the U.S.A.**



# Soft Flowing Lines

Fanned toe detailing accents the classic flowing lines of this Soft Dress Pump. Flexible, urethane dress soles, 2½-inch heels.

Inside this dress pump you'll find the comfort of soft cushioned insoles...foam-backed nylon vamp linings...and leather heel counters for stability. **Made in the U.S.A.**



*soft  
cushioned  
insoles*

SLIP-RESISTANT  
SOLE DESIGN

Style 3113

Style 3116

NEW  
Style!

Style 3115

Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
M	X	X	X	X	X	X	X	X	X	X	X		X		
B	X	X	X	X	X	X	X	X	X	X	X		X	X	
C	X	X	X	X	X	X	X	X	X	X	X		X		
D			X	X	X	X	X	X	X	X	X		X		

Style 3113 Bone Pump

Style 3115 Black Pump

Style 3116 Red Pump

\$34.95

Style 2150 Bone Handbag

Style 2151 Taupe Handbag

\$21.95

If you like to keep your personal items well organized, this 13 x 10-inch **Handbag** is for you.

Outside there's a small drop-in pouch. Spread the handles and you'll see a large zippered compartment in the middle with two equally large drop-in compartments on either side. Inside the zippered section is a zippered wall pocket. This Handbag also comes with a longer, adjustable strap for "over-the-shoulder" carrying comfort. Imported.



# Shiny Insets Highlight Smooth Styling

Sleek, shiny insets at the toe and heel add a touch of daring style to these pretty pumps. They turn a basic dress pump into a fashion statement.

The shiny insets are the perfect complement to the elegant, smooth uppers.

## New FLEXIBLES Sole by Mason with Built-in Memory

We've set this two-textured pump on a new, innovative dress sole that is approximately twice as flexible as regular dress soles. That means each step you take requires less effort.



Besides being extremely flexible, this sole also has a built-in "memory." You can bend and flex it as much as you want, and it still returns to its natural shape. 1½-inch heels.

### Cushioned Comfort

How often have you found a fashion pump that also boasts cushioned comfort? Well, comfort is abundant in this pump...soft cushioned insoles...soft, foam-backed nylon vamp linings...and leather heel counters.

Comfortable, Flexible, Stylish and available in Four Fashion-Right Colors. Just the pump for YOU! **Made in the U.S.A.**



Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
AA	X	X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	
C	X	X	X	X	X	X	X	X	X	X	X	X	

Style 3039 Red

Style 3040 Taupe

\$32.95

Style 3041 Black

Style 3042 White



# White Stripes Highlight Basic Pump

CRAFTED WITH PRIDE  
IN U.S.A.

A sweeping touch of white striping adds a look of elegance to the basic dress pump.

Put a little excitement in your wardrobe with these **Sleek Dress Pumps** from Mason.

You can choose from an array of colors, all quality constructed with soft, foam-backed nylon vamp linings...leather quarter linings...soft cushioned insoles...flexible composition dress soles...and trim 2-inch heels. **Made in the U.S.A.**

Match the Shiny Black or Smooth Beige Pumps with one of the uniquely styled **Shoulder Bags**...complete with white accent stripes.

They're 9 x 7-inches with snap flap fronts that open to one main compartment and one wall zipper pocket. Shoulder strap drops in to convert bag to a clutch. **Made in the U.S.A.**

Style 2124  
\$24.95

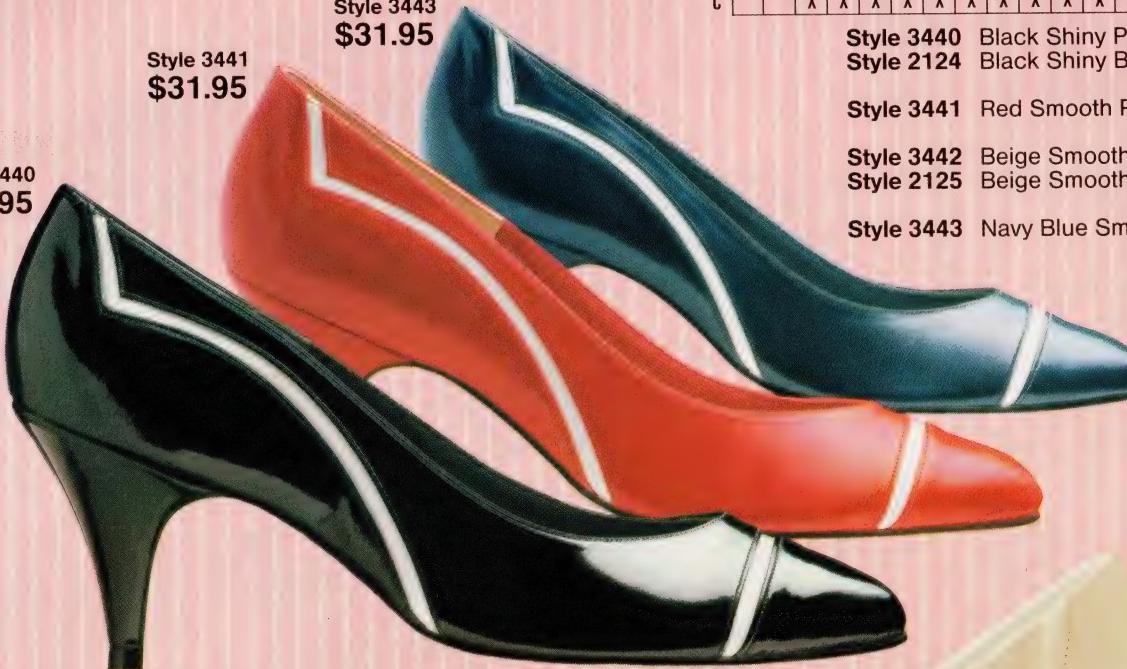


Style 2125  
\$24.95

Style 3441  
\$31.95

Style 3440  
\$31.95

Style 3443  
\$31.95



*soft  
cushioned  
insoles*

Mason Has Your Size!

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
AA		X	X	X	X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
C		X	X	X	X	X	X	X	X	X	X	X	X	X	X

Style 3440 Black Shiny Pump  
Style 2124 Black Shiny Bag

Style 3441 Red Smooth Pump

Style 3442 Beige Smooth Pump  
Style 2125 Beige Smooth Bag

Style 3443 Navy Blue Smooth Pump



Style 3442  
\$31.95

# Choose Your Tailored Two-Tone Spectator

Spirited Fashion takes on a new meaning with these **Tailored Spectator Pumps** from Mason. We've created two unique looks, each with their own sleek, two-tone detailing.

It's all beautifully staged on trim 2½-inch dress heels and flexible composition dress soles.

You can easily see they're designed for fashionable dress wear. They are also fabricated for your foot comfort with leather quarter linings...soft, foam-backed nylon vamp linings...and soft cushioned insoles.

Day or night, you're assured a pleasant, enjoyable fit...and a smart, stylish look. **Made in the U.S.A.**

You can take the criss-cross pumps a step further by matching them up with an attractive, 10½ x 7" **Shoulder Bag**. The front flap opens with a snap to reveal one large main compartment and a zippered wall pocket. Removable strap converts bag to a clutch.

**Made in the U.S.A.**



Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
A		X	X	X	X	X	X	X	X	X			
B	X	X	X	X	X	X	X	X	X	X	X	X	
C	X	X	X	X	X	X	X	X	X	X	X	X	

**Style 3033** Navy & White Wing Perf Pump

**Style 3034** Taupe & Bone Wing Perf Pump

**Style 3200** Navy & White Criss-Cross Pump

**Style 3201** Taupe & Bone Criss-Cross Pump

**Style 2055** Navy & White Criss-Cross Bag

**Style 2056** Taupe & Bone Criss-Cross Bag



# Colorful Fashion... Flexible Comfort!

Put a touch of color in your Spring-Summer wardrobe with these **Perfectly Pretty Dress Pumps** from Mason.

All four pumps start with a basic color, then we add a splash of color at the toe and heel.

Their trim lines are accented by 2-inch dress heels for a just right fashion look.

## FLEXIBLES Dress Sole by Mason

Now we come to a comfort feature that you won't detect until you take your first step in these pumps. It's our FLEXIBLES Dress Sole.

This is the sole that's twice as flexible as the average dress sole. It also has a "memory" that allows it to return to its original shape after each flex of your foot.

Inside is more comfort with soft cushioned insoles...soft, foam-backed nylon vamp linings...and leather heel counter.

Colors, colors, colors...all in a comfortable fashion pump for YOU! **Made in the U.S.A.**

You can match up three of these dress pumps with **Shoulder Bags** from Mason. They're a roomy 11 x 7½-inches with a snap flap front that opens to one main compartment and one zippered wall pocket. Strap is removable. **Made in the U.S.A.**



### Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA		X	X	X	X	X	X	X	X	X	X				
B	X	X	X	X	X	X	X	X	X	X	X	X			X
C	X	X	X	X	X	X	X	X	X	X	X				

**Style 3244** Bone/Lt. Taupe Pump

**Style 3245** White/Navy Pump

**Style 3246** White/Pink Pump

**Style 3247** White/Red Pump

**Style 2075** Bone/Lt. Taupe Bag

**Style 2076** White/Navy Bag

**Style 2077** White/Red Bag

**\$29.95**

**\$19.95**

Style 2077

Style 2075

Style 2076

Style 2077

**NEW  
Style!**

Style 3246

Style 3245

Style 3244

**soft  
cushioned  
insoles**

Style 2076

Style 2075

Style 3247

HUGE RANGE  
OF SIZES!

**Mason Has Your Size!**

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA	X	X	X	X	X	X	X	X	X	X	X				
B	X	X	X	X	X	X	X	X	X	X	X	X			X
C	X	X	X	X	X	X	X	X	X	X	X	X			
D	X	X	X	X	X	X	X	X	X	X	X				

**Style 3368** Red Shiny & Smooth Sling  
**Style 2555** Red Shiny & Smooth Shoulder Bag  
**Style 3492** Navy Blue Shiny & Smooth Sling  
**Style 3493** Black Shiny & Smooth Sling  
**Style 3495** Brown Shiny & Smooth Sling  
**Style 2612** Brown Shiny & Smooth Shoulder Bag

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Sling                          Shoulder Bag

**\$29.95**                      **\$19.95**

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*'After receiving style 3495, Mrs. Beatrice Love told me, 'These Mason Shoes fit like a glove. They fit so well, I didn't even know I had shoes on my feet.'*

— Dan Seaman, New Jersey

**Style 3492**

**Style 3493**

**Style 3368**

**Style 3495**

**Style 2555**

**Style 2612**

**Alluring Slings**

You'll be entering a New Fashion Dimension with the enticing blend of smooth and shiny uppers on these attractive **Slings** from Mason.

This special combination of textures sets a beautiful mood for daytime or evening wear.

It's all set on trim 2¼-inch dress heels and flexible composition dress soles.

Your feet are wrapped in delicate comfort with soft, foam-backed nylon vamp linings and lightly padded toes. Adjustable sling strap gives you the perfect degree of snugness.

Add an extra stunning effect to your dress wardrobe with a **Matching Shoulder Bag** done in Brown as well as Red...both with shiny and smooth accents.

This 11½ x 8-inch bag has a snap-open front flap. Inside is one large main compartment and one wall zipper pocket. Strap snaps off.

**Made in the U.S.A.**

The logo features a stylized four-pointed star in red, white, and blue, with the text "CRAFTED WITH PRIDE" curved above it and "IN U.S.A." below it.

# Swing Into Flexible Ankle Strap Fashion

Ankle straps give dress pumps a graceful, refreshing look. We've added stylish swept-back detailing to the uppers that creates an alluring opening on one side.



NEW  
Style!



Style 3372

Style 3371

Style 3370

Style 3373

Heels are trim and tapered at 2 inches. This style also features our **FLEXIBLES** Dress Soles by Mason. This unique dress sole takes the effort out of walking. They are "easy-walking" flexible from your first step.

Comfort continues on the inside with soft, foam-backed linings and lightly padded insoles. There is even a leather heel counter in back to hold the shape of the shoe wearing after wearing.

Put some new life into your wardrobe with these elegant ankle straps. There's a color that's just right for you! **Made in the U.S.A.**

CRAFTED WITH PRIDE  
IN U.S.A.

## Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
AA			X	X	X	X	X	X	X	X	X		
B	X	X	X	X	X	X	X	X	X	X	X	X	
C	X	X	X	X	X	X	X	X	X	X	X		

Style 3370 White

Style 3371 Red

Style 3372 Navy Blue

Style 3373 Black

\$31.95

Style 3222

Style 3220

NEW  
Style!

Style 3223

Style 3221

## Summer Breezes Weave In and Out

Now a cool breeze can become a part of your warm weather footwear.

Mason introduces a stylish pump with delicately interwoven upper strips that create an open, airy effect.

We've enhanced the walking comfort of this pretty pump with our **FLEXIBLES** Dress Sole. It's approximately twice as flexible as an ordinary dress sole. **FLEXIBLES** Dress Soles by Mason also have built-in memory which returns them to their natural shape after each step.

Heels are dress-right at 2½ inches.

Insoles are lightly padded and there is a leather heel counter so this pump will hold its fashionable shape.

Enjoy the Summer Breezes in Mason's Woven Dress Pumps! **Made in the U.S.A.**



### Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
AA			X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X
C	X	X	X	X	X	X	X	X	X	X	X	X	X

Style 3220 Bone

Style 3221 Navy & White

**\$38.95**

Style 3222 White

Black



CRAFTED WITH PRIDE  
IN U.S.A.

## Open Toe Pleating Adds A Touch Of Style

We've given this smart, **Open Toe Pump** some special vamp treatment...pleats on one side...decorative button on the other.

Versatility is another feature of this pump with sleek dress lines and a comfortable, 1½-inch walking heel.

We've added the extra Mason touch with comfort that surrounds your feet...soft cushioned insoles...foam-backed nylon linings in front and along the sides...and leather heel counter in back for stability.

Match your favorite color with a roomy, 12 x 7½-inch **Shoulder Bag**.

Pleated front flap opens with a snap. Inside is one main compartment and one zippered wall pocket. Strap drops in to convert bag to a clutch. **Made in the U.S.A.**

**Mason Has Your Size!**

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
A	X	X	X	X	X	X	X	X	X	X	X	X			
B	X	X	X	X	X	X	X	X	X	X	X	X			
C	X	X	X	X	X	X	X	X	X	X	X	X			
D		X	X	X	X	X	X	X	X	X	X	X			

**Style 3280** Navy Blue Pump

**Style 2315** Navy Blue Shoulder Bag

**Style 3282** Black Pump

**Style 2317** Black Shoulder Bag

**Pumps**

**\$29.95**

**Style 3283** Taupe Pump

**Style 2318** Taupe Shoulder Bag

**Bags**

**\$19.95**

**Style 3288** White Pump

**Style 2319** White Shoulder Bag

Style 2317

Style 2315

Style 2318

Style 2319

Style 3282

Style 3283

Style 3280

Style 3288

**NEW  
Style!**

(Styles 3288 and  
2319 only.)



Comfort has proven to be popular in dress pumps. That's why we've expanded the color choices in our Soft, Stylish, "Wall Toe" Pumps.

Colors from bright to basic... from smooth to shiny. Colors to match up with any of your dress outfits. And, they all feature comfortable "wall toe" styling.

Our unique "wall toe" is created by each side of the vamp gently rising up to allow extra room for your toes.

You'll notice how this subtle "wall" of comfort is blended perfectly with the smooth, clean lines of this basic pump.

At 1 3/4-inches, the tapered heel is just right for work or dress. Trim, flexible, composition dress soles complement the heels beautifully.

Mason continues the comfort with soft, foam-backed nylon vamp linings...leather quarter linings...and a folded topline that allows you to slip into these pumps with smooth, no-snag comfort. **Made in the U.S.A.**



# "Wall Toe" Pumps In Your

Mason Has Your Size!

	4	4 1/2	5	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	11 1/2	12
AA			X	X	X	X	X	X	X	X	X	X	X	X	X		
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
C			X	X	X	X	X	X	X	X	X	X	X	X	X		
D				X	X	X	X	X	X	X	X	X	X	X	X		

Style 3265 Light Grey Smooth  
Style 3266 Pink Smooth  
Style 3267 Black Shiny  
Style 3268 Red Smooth

Style 3083 Black Smooth  
Style 3086 Taupe Smooth  
Style 3462 White Smooth  
Style 3463 Navy Blue Smooth

\$29.95

Style 3266

NEW  
Style!



Style 3265

Style 3267



# Choice of Colors and Size!

Style 3462



**NEW  
Style!**



Style 3083



Style 3463



Style 3086



# Designed For Walking Comfort

We've taken three of our most popular walking shoe designs and put them on one page.

**Style 3019...Black T-Strap**...Crushably Soft Uppers with a smart T-Strap design, adjustable buckle.

Foam-backed nylon linings in front and on sides... sturdy heel counter in back. Lightly padded insoles. Flexible composition dress soles...1-inch walking heels. **Made in the U.S.A.**

**Style 3047...Blk./Grey/Burg. Pump**...Patchwork styling with soft, foam-backed nylon vamp linings and leather quarter linings. 1¼-inch walking heel and flexible dress sole. Lightly padded insole. **Made in the U.S.A.**

**Style 2131...Blk./Grey/Burg. Shoulder Bag**...Matches style 3047 pump. Bag is 12x7-inches. Facile frame (spring closure) top opens to one main compartment and one inside wall zipper pocket. Strap drops in. **Made in the U.S.A.**

**Style 88...Black Pump**...A flexible fit is assured by elastic goring across the instep. 1½-inch walking heel, leather quarter linings, foam-backed nylon vamp linings, flexible dress soles. **Made in the U.S.A.**

**Style 2022...Black Handbag**...You can match up style 88 with this 10½ x 7½-inch handbag. It features outside drop-in pocket...snap-open top... one main compartment...and one inside wall zipper pocket. **Made in the U.S.A.**

Sizes for Style 3047

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA		X	X	X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 3047 Blk./Grey/Burg. Walking Pump  
Style 2131 Blk./Grey/Burg. Handbag

Style 3019  
\$32.95

Style 2022  
\$21.95

Style 3047  
\$29.95

Style 88  
\$34.95

Sizes for Styles 88 and 3019

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA			X	X	X	X	X	X	X	X	X	X	X	X	X		
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
C			X	X	X	X	X	X	X	X	X	X	X	X	X		
D			X	X	X	X	X	X	X	X	X	X	X	X	X		
E			X	X	X	X	X	X	X	X	X	X	X	X	X		

Style 88 Black Walking Pump  
Style 3019 Black T-Strap  
Style 2022 Black Handbag



# New Fashion Image

Create a New Fashion Image with the delicate simplicity of **Mason's Low Heel Dress Pump**.

Current styling trends are moving toward the lower, sleeker look.

You have an array of colors to choose from, and they're all set on a contoured, shaped, 1-inch heel and flexible composition dress sole.

Quality dress styling and Mason comfort come together with soft, foam-backed nylon vamp linings... leather quarter linings...and lightly padded heels. **Made in the U.S.A.**

Choose a **Matching Handbag** in Black or Navy Blue to complement your dress wear. The bag is 10½ x 8-inches with one outside drop-in pocket and two inside drop-in pockets. A gold-colored latch opens to reveal one main compartment and one inside wall zipper pocket.

**Made in the U.S.A.**



Style 2248  
\$21.95



Mason Has Your Size!

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
A					X	X	X	X	X	X	X	X	X				
B	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	
C			X	X	X	X	X	X	X	X	X	X	X	X	X		
D					X	X	X	X	X	X	X	X	X	X	X		

# Classic Pumps

Classic, Clean Lines for "down-to-earth" fashion sense! Mason brings you the timeless elegance of the basic dress pump...tapered and refined to go anywhere! All have soft, foam-backed nylon

linings...leather quarter linings...flexible composition dress soles...and 1½-inch walking heels.

Every wardrobe needs a good, solid, basic pump...**and Mason has it in a size for you!** **Made in the U.S.A.**

Match the black and white pumps with a roomy 10½ x 7½" Handbag.

Style 2021  
\$21.95

Style 2022  
\$21.95



Style 3290  
\$29.95

The bags feature an outside drop-in pocket...snap-open top...one main compartment...and one inside zippered wall pouch. **Made in the U.S.A.**



Style 3066  
\$29.95

Style 3338  
\$29.95



Style 3337  
\$29.95

**Mason Has Your Size!**

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA					X	X	X	X	X	X	X	X	X	X	X		
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
C			X	X	X	X	X	X	X	X	X	X	X	X	X		
D					X	X	X	X	X	X	X	X	X	X			
EE						X	X	X	X	X	X	X	X	X	X		

**Style 3066** Red Pump

**Style 3290** Navy Blue Pump

**Style 3337** Black Pump

**Style 2022** Matching Black Bag

**Style 3338** White Pump

**Style 2021** Matching White Bag



Style 3250

Style 3248

Style 3475

Style 3354

## Flexible Walking Shoes

Soft to the Touch...Super Lightweight...and Very Flexible!

Comfort throughout with soft, foam-backed nylon linings...leather quarter linings. You'll also enjoy the comfort of our pebble-grained Kraton® wedge soles. Kraton® is bouncy and flexible...it also resists wear, abrasions and scuffing, 2-inches at the heel.

So comfortable, you'll want more than one pair!

For a beautiful color-coordinated (not matching) extra, try a smart 11 x 6½" Shoulder Bag.

Snap flap front opens to two large compartments and a zippered divider compartment. Shoulder strap drops in to convert bag to a clutch. **Made in the U.S.A.**



### Mason Has Your Size!

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
AA			X	X	X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
C			X	X	X	X	X	X	X	X	X	X	X	X	X
D				X	X	X	X	X	X	X	X	X	X	X	

Style 3248 Navy Blue Wedge

Wedge  
**\$29.95**

Style 3250 Black Wedge

White Wedge

Taupe Wedge

Style 3475 Black Shoulder Bag

Shoulder Bag  
**\$14.95**

Style 2551 Taupe Shoulder Bag

Style 2554

Style 2551

Style 2554



Style 2554

# "Ultra Pillo®" Sandals...Uncompromising Quality...

*soft  
cushioned  
insoles*



Style 3506



Style 3507



Style 3509

**NEW  
Style!**

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 3506 White/Rainbow-Multi

Style 3507 Bone/Taupe

Style 3508 White

Style 3509 Navy Blue

\$38.95



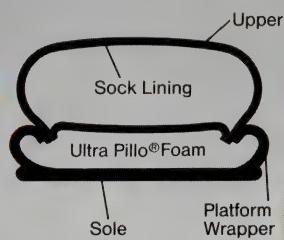
Style 2279

Style 2283



# Exceptional Fit...Ultimate Comfort!

"ULTRA PILLO®" CONSTRUCTION



Platform  
Wrapper



Style 3666

*soft  
cushioned  
insoles*



Style 3664

Mason Has Your Size!

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA		X	X	X	X	X	X	X	X	X	X	X	X	X		X	
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	
EE		X	X	X	X	X	X	X	X	X	X	X	X	X		X	

Style 3664 Rainbow-Multi "V" Strap \$37.95  
Style 3665 White "V" Strap

Style 3666 Rainbow-Multi Ankle Strap  
Style 3667 Soft Pastel-Multi Ankle Strap \$38.95

Style 2279 Rainbow-Multi Bag  
Style 2283 Pastel-Multi Bag \$21.95

STEP INTO THE

## Comfort Zone

"Ultra Pillo®" Sandals offer you a whole new level of casual comfort in a colorful array of styles and designs for your Summer Time Fun!

### Uncompromising Quality

Sandals this comfortable require special treatment, and we've done just that.

We start with **Super Soft Calfskin Leather Uppers**...add foam-backed nylon vamp linings...then gently handlast them to give you a tailor-made fit.

### Exceptional Fit

You'll find it's more than an exceptional fit, these sandals practically caress your feet with comfort.

Even the adjustable straps are smoothly lined to provide a "tender touch" at your ankles.

### Ultimate Comfort

Next comes the ultimate comfort feature...the "**Ultra Pillo®**" cushioned insoles. Let your feet ease into this total comfort system. Your cares will drift away with your first cushioned step.

Underfoot we have a delightful, 1½-inch, modified wedge that bends and flexes with your every movement.

You can choose from the cork-wrapped wedges on page 100...or the smooth-wrapped styles on this page.

Now comes the real fun...selecting your favorite! You can rest assured, whichever sandal you choose, you'll be enjoying a new experience in walking comfort..."**Ultra Pillo®**" **Made in the U.S.A.**

For the perfect accessory for your "**Ultra Pillo®**" Sandals, try our **Rainbow-Multi or Pastel-Multi Handbag**. It's a roomy 10½ x 7½ inches. It features two outside drop in pockets, a snap top that opens to one main compartment and one zippered wall pocket.

**Made in the U.S.A.**

STEP INTO THE

# Comfort Zone

## Soft and Lively Sandals

Get set for Spring and Summer in these **Cushioned "Comfort Zone" Sandals** from Mason. The look is light and lively...equally at ease with shorts or summer skirts.

Your foot rests on a thick **Velvet-eez** Air Cushioned Innersole. Next comes an extra layer of cushioning at the midsole provided by California construction. Finally there's the resilient, shock-absorbing urethane sole. A lot of underfoot comfort for you!

Soft, foam-backed nylon vamp linings cross over your toes for no-chafe comfort. Even the adjustable ankle strap has a smooth lining. 1½-inch modified wedge walking heel completes this comfort package.

It all adds up to a stylish sandal with "bend-it-double" flexibility and superior comfort. Designed for your walking pleasure...try a pair, today!

### Made in the U.S.A.

These Sandals match up perfectly with our smartly styled Shoulder Bags. Each bag is 10½ x 8-inches with snap flap top that opens to one main compartment and one zippered wall pocket. Strap drops in to convert bag to a clutch.  
**Made in the U.S.A.**

Style 2134  
\$21.95



Style 2136  
\$21.95

Style 3486  
\$32.95

Style 2135  
\$21.95

Style 3484  
\$32.95

### Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
A			X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X
C	X	X	X	X	X	X	X	X	X	X	X	X	X
E		X	X	X	X	X	X	X	X	X	X	X	X

Style 3484 Pastel-Multi Sandal  
Style 2134 Pastel-Multi Bag

Style 3485 Taupe-Multi Sandal  
Style 2135 Taupe-Multi Bag

Style 3486 White Sandal  
Style 2136 White Bag

**velvet-eez®**  
AIR CUSHIONED INNERSOLES

Style 3073

Style 2154

Style 3487

Style 2163

**soft  
cushioned  
insoles**

Mason Has Your Size!

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA					X	X	X	X	X	X	X	X	X		X		
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
D			X	X	X	X	X	X	X	X	X	X	X				
EE				X	X	X	X	X	X	X	X	X	X				

Style 3072 Black Sandal  
 Style 2155 Black Shoulder Bag

Style 3073 Taupe Sandal  
 Style 2154 Taupe Shoulder Bag

Style 3487 White Sandal  
 Style 2163 White Shoulder Bag

Sandal  
**\$29.95**

Shoulder Bag  
**\$21.95**

STEP INTO THE

# Comfort Zone

Comfort Designed For Day-Long Excursions

Stylish Sandal Comfort for sightseeing...window shopping on city streets...walking the malls...or an 8-hour work day.

It starts with Double-Soft Vamps...foam-backed nylon linings inside and crushably soft uppers outside.

Your foot rests on a thick, cushioned insole that softens even the toughest sidewalks.

Underfoot you have a 1¼-inch walking heel and flexible composition dress sole. **Made in the U.S.A.**

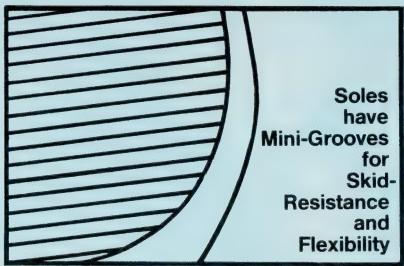
We also have attractive Shoulder Bags that match nicely with your sandals. They're 11 x 7½-inches with a snap flap front...one main compartment...and one inside zippered wall pocket. Strap is detachable so you can carry it as a clutch. **Made in the U.S.A.**

Style 2155



Style 3072

**soft  
cushioned  
insoles**



**Mason Has Your Size!**

AA	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
A					X	X	X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
C			X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E					X	X	X	X	X	X	X	X	X	X			

**Style 3504 White/Pastel Smooth Pump \$31.95**

**Style 3505 Taupe-Multi Smooth Pump \$29.95**

**Style 3528 Black Shiny Pump \$29.95**

**Style 3529 White Smooth Pump \$19.95**

**Style 2057 White/Pastel Bag \$19.95**

**Style 2058 Taupe-Multi Bag \$19.95**

**Style 2058**

**NEW Style!**

**Style 2057**

**Style 3505**

**NEW Style!**

**Style 3528**

**Style 3529**

**Style 3504**

# **Soft, Natural Walking Comfort In A Style And Color For You**

Our **Casual Walking Wedges** continue to gain in popularity!

Now, they are available with multi-color, v-throat, vamp treatment...as well as solid colors with smooth, rounded-throat vamps.

Their popularity comes from both the styling and the amazing natural comfort they have to offer you.

Slip them on in the morning and watch how much easier your day goes. "Bend-It-Double" flexibility makes them a pleasure to wear.

Crushably soft uppers wrap themselves around your feet while bouncy urethane soles absorb foot-shocks. Those soles also feature a skid-resistant traction pattern. 1¼-inch walking wedge heels.

Soft Cushioned Insoles provide



plenty of underfoot comfort. They're covered with CAMBRELLE®...the durable fabric that wicks away moisture to keep your feet cool and dry. Plus, you have soft, foam-backed nylon vamp linings.

A comfortable basic look in colors for all your dress/casual fashion favorites. **Made in the U.S.A.**

Match up the multi-color pumps with attractive **Multi-Color Shoulder Bags**. They're a roomy 12 x 7-inches with a snap flap front. Inside is one main compartment and one zippered wall pocket. Shoulder Strap is removable. **Made in the U.S.A.**



"Bend-It-Double" Flexibility

*soft  
cushioned  
insoles*

Style 3108



Style 3103

Style 3107

Style 3106

Style 3103 Red Smooth Pump  
Style 3106 Black Smooth Pump    \$29.95  
Style 3107 Taupe Smooth Pump  
Style 3108 Navy Blue Smooth Pump

Mason Has Your Size!

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA					X	X	X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
C			X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E					X	X	X	X	X	X	X	X	X	X	X	X	

HUGE RANGE  
OF SIZES!

NEW  
Style!

Style 3635

soft  
cushioned  
insoles

Style 3590

NEW  
Style!

Style 3634

Style 3633

Style 2164

Style 2160

## Eye-Catching Reptile-Print

The reptile look is actually a styling bonus to a super-comfortable **Walking Wedge Pump**.

In fact, comfort was our number one goal in designing this pump. You'll understand what we mean from the first moment you slip them on your feet. Check out their features...

- Cambrelle®-covered, soft cushioned insoles. Cambrelle® wicks moisture away from your feet to keep them cool and dry.
- Soft, cushiony, urethane soles provide shock-absorbing comfort. 1½-inch walking wedge heels.
- Soft, foam-backed nylon vamp linings.

### Made in the U.S.A.

Match up the reptile-print pumps with attractive reptile-print **Shoulder Bags**. They're a roomy 11 x 8-inches with a snap flap top that opens to one main compartment and one inside zippered wall pocket. Strap drops in to convert bag to a clutch. **Made in the U.S.A.**



Mason Has Your Size!

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
A						X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
C			X	X	X	X	X	X	X	X	X	X	X	X	X	X	
E				X	X	X	X	X	X	X	X	X	X	X			

Style 3590 Black Reptile Pump

Style 2160 Black Reptile Shoulder Bag

Pumps

**\$29.95**

Style 3633 White Reptile Pump

Style 2164 White Reptile Shoulder Bag

Shoulder

Bags

**\$21.95**

Style 3634 Red Reptile Pump

Style 2165 Red Reptile Shoulder Bag

Shoulder

Bags

Style 3635 Bone Reptile Pump

Style 2166 Bone Reptile Shoulder Bag

Shoulder

Bags

**\$21.95**

NEW  
Style!  
(Except style  
2160.)

Style 2165

Style 2166

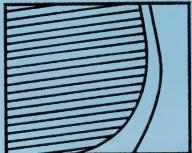
**NEW  
Style!**

Style 3579



Style 3586

Style 3584



Soles have Mini-Grooves for Skid-Resistance and Flexibility.

Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
A		X	X	X	X	X	X	X	X	X	X	X	X		
B	X	X	X	X	X	X	X	X	X	X	X	X	X		
C	X	X	X	X	X	X	X	X	X	X	X	X			
E		X	X	X	X	X	X	X	X	X	X				

Style 3579 Red  
 Style 3584 White  
 Style 3585 Pastel-Multi  
 Style 3586 Bone

Style 3585

## Weave A Little Summer Magic

Let the cool breezes flow thru your Mason Woven Casuals!

While you're staying fresh and comfortable, those woven uppers are gently conforming to each of your feet for a personal fit.

It's comfort so natural you'll barely be aware of it.

Inside this shoe your foot rests on a soft cushioned insole covered with breathable CAMBRELLE.® Its unique ability to wick away moisture will keep your feet cool and dry.

Each step is further cushioned by a shock-absorbing urethane sole

complete with mini-grooves for flexibility and skid-resistance.

You'll be walking comfortable on the 1¼-inch modified wedge heel.

Now you can weave your own comfort magic...order a pair today and breeze through Spring and Summer. **Made in the U.S.A.**



**soft  
cushioned  
insoles**

# Super Cushioned Walking Shoes

Advanced Shoe Technology brings you a walking shoe that comes close to bare-foot comfort.

- **Soft Full-Grain Leather**

**Uppers** wrap around your feet in true moc-casin fashion. Unlined.

- **Cambrelle®-Covered,  
Soft Cushioned Insoles.**

Cambrelle® is the durable fabric that holds 3 times its weight in moisture...this means no more damp socks from excess moisture.

- **Cushioned Heel Inserts**...a foam rubber-like cushion that cups and conforms to your heel to help absorb the shocks of walking.

- **Cushion Crepe Wedge Soles** put an added bounce into your every step.

- **Smooth, Lightly Padded Collar** for ankle comfort.

**Made in the U.S.A.**



**soft  
cushioned  
insoles**



Style 3778

Style 3777



Style 3776



**Unique Foam Heel Cup** covered with soft, breathable Cambrelle®, cradles and cushions your heel.

**Mason Has Your Size!**

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
AA		X	X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X
D		X	X	X	X	X	X	X	X	X	X	X	X

**Style 3776** Taupe Walking Shoe

**Style 3777** Rust Walking Shoe

**Style 3778** Navy Blue Walking Shoe

**\$38.95**

# Fold Them Up, Put Them In Your Pocket

These Leather Casuals are so soft and flexible you could fold them up and put them in your pocket.

But, you won't...you'll want to keep that butter-softness right where it belongs, on your feet!

**Crushably Soft, Handlaced, Leather Uppers** are wrapped around your feet with true moccasin construction. Vamp cutouts add cool comfort.

Those soft leather uppers are securely attached to "flex-it-double," rubber-like soles. These soles feature bounce-back shock-absorbency that gives you the feeling of walking on a sponge cushion sidewalk.

Inside this casual is a 3/4-length, leather-covered, cushioned liner with perfed arch for breathability.

Choose the Kiltie or Regular Slip-On.

## Both Made in the U.S.A.

**Crushably Soft Leather Shoulder Bags** are available in White and Navy Blue. They are 9 x 7½-inches with an overhang flap that lifts up to reveal an outside zippered pocket in front,

perfect for keys and other small items. There's a roomy drop-in pocket in back and a zippered-top main compartment in the middle.

## Made in the U.S.A.

Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
A		X	X	X	X	X	X	X	X	X	X		
B	X	X	X	X	X	X	X	X	X	X	X		X
C		X	X	X	X	X	X	X	X	X	X		

Style 3889 Rust Kiltie Slip-On

Style 3890 Light Taupe Kiltie Slip-On

**\$34.95**

Style 3937 Navy Blue Slip-On

Style 3938 White Slip-On

**\$32.95**

Style 2180 Navy Blue Bag

Style 2181 White Bag

**\$29.95**



# Jazz It Up

## Soft Leather Uppers

We've perked up the popular "Jazz" Oxford with flashy checkered Cambrelle® Linings!

You'll like the quality added by those Full Cambrelle® Linings... they wick away perspiration and dry soft and natural to keep your feet cool and comfortable.

You're also going to like those Soft Leather Uppers and the bouncy, shock-absorbing, urethane wedge soles...1/2-inch at the heel. They combine to give you amazing Lightweight, "Bend-it-Double" Flexibility. **Made in the U.S.A.**

To go with your "Jazz" Oxfords try a matching **Leather Shoulder Bag**. It's 10½ x 7-inches with a snap flap front that opens to one main compartment and one inside wall drop-in pocket. **Made in the U.S.A.**



**NEW Style!**

Style 2186



Style 2185

### Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
M			X	X	X	X	X	X	X	X		X	
B	X	X	X	X	X	X	X	X	X	X	X	X	
D		X	X	X	X	X	X	X	X	X	X		

Style 3231 Black Oxford  
Style 3232 Taupe Oxford  
Style 3233 Grey Oxford  
Style 3570 White Oxford

**\$28.95**

Style 2185 Black Bag  
Style 2186 White Bag

**\$24.95**

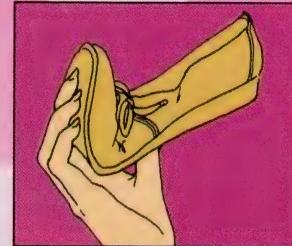
Style 3233

Style 3570



Style 3231

Style 3232



Bend-It-Double Flexibility

# Bend-It-Double Flexibility

## Soft Leather Uppers

Soft Leather Casuals...so flexible and pliable you can bend them in half with ease.

And talk about ultralight...an average pair of these casuals weighs less than 12 ounces.

In addition to their lightweight flexibility we have also built in plenty of **Mason Quality**...

- Butter-Soft Leather Uppers with handwoven leather vamp.
- True Moccasin Construction... leather uppers wrap around your feet.
- Durable, Spongy, Polyurethane Wedge Bottoms.
- 3/4 length Leather Insole Cover.
- Unlined Uppers so only the natural feel of leather is next to your feet.
- Handlaced Fronts.

Pure Comfort from heel to toe!

**Made in the U.S.A.**



Style 3799



Style 3906



Style 3056

Mason Has Your Size!

AA	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
B	X	X	X	X	X	X	X	X	X	X	X	X	X
C		X	X	X	X	X	X	X	X	X	X	X	

Style 3056 Black

Style 3799 Tan

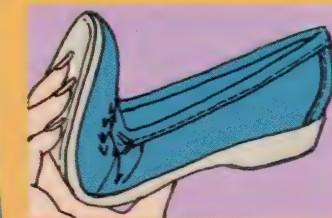
Style 3905 White

Style 3906 Navy Blue

\$38.95

Style 3905

NEW  
Style!



Bend-It-Double Flexibility

Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
A		X	X	X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 3892 White

Style 3893 Red

\$36.95

Style 3894 Taupe

Style 3895 Navy Blue

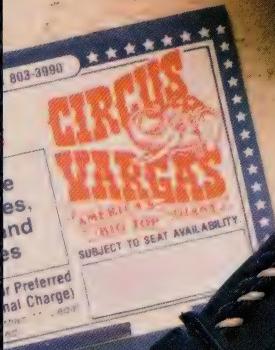
Style 3893



Style 3895

NEW  
Style!

Style 3894



803-3990  
e  
es,  
and  
es  
or Preferred  
inal Charge)

soft  
cushioned  
insoles

Style 3892



# Fold It...Flex It ...Fun Casual!

These shoes were designed for Fun Times, YOUR Fun Times...backyard barbecues...beach parties...trips downtown...evening walks...picnics ...all your leisure time activities.

How did we put "Comfortable Fun" into these casuals?

First we start with **Butter-Soft Leather Uppers**...then we use true moccasin construction to wrap that soft leather comfort around your feet. They're unlined for cool, natural comfort.

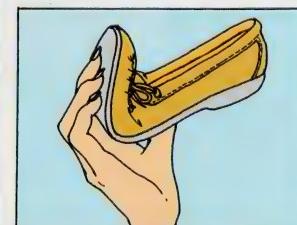
Now, the detailing begins with handlaced toes...kiltie fronts...and a pretty pattern formed by "teardrop" cutouts.

Underfoot comfort is next with soft cushioned insoles complete with a perfed longitudinal cushion. Both essential for your walking comfort.

Finally, we come to the bottom of things with our "Bend-it-Double," gum-soft sole. This rubber-like sole puts just the right amount of shock-absorbing cushion between you and the hard pavement.

You'll be pleased to know these soles are also durable, so you'll be enjoying their comfort for a long time to come.

Join in the Fun with these Soft, Flexible Casuals from Mason Shoe! **Made in the U.S.A.**



Bend-It-Double Flexibility

# Soft Leather Uppers Set On Leather Soles

If you enjoy natural leather in your footwear, then our Allegré Casual is just for you.

Leather throughout, starting with **Crushably Soft Leather Uppers**... Leather Soles...Leather-Covered, 3/4-length, Cushion Insoles...Leather Tassels...and Stacked Leather Heels.

There's more...

Those soft leather uppers are handwoven, handlaced and perfed along the sides for cool comfort.

A look at the leather soles reveals they are double-bonded to the leather uppers with both stitching and cement.

A rubber heel tap was added to the stacked leather heels to absorb foot-shocks.

Style, Comfort, Smart Detailing...there's a lot to like about these casuals in addition to their fine leather. Try a Pair!

We also have **Leather Shoulder Bags** available. They are color-coordinated and a roomy 12 x 9-inches.

Snap flap flips open to reveal a drawstring closure top. Inside is a roomy compartment with a zippered wall pocket.

**Because the styles on this page are not available domestically, we have imported them from a quality factory. Each pair is inspected by the people in our Mason Factory to double-check the quality for you.**

**NEW  
Style!**

(Except style 2158.)



Style 3670



Style 2025

Style 2025 White Bag \$29.95  
Style 2158 Navy Blue Bag



Style 2158

Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA			X	X	X	X	X	X	X	X	X		X		X
B	X	X	X	X	X	X	X	X	X	X	X		X		X
C		X	X	X	X	X	X	X	X	X	X		X		X

Style 3670 White Casual  
Style 3671 Camel Tan Casual \$36.95  
Style 3672 Navy Blue Casual



CRAFTED WITH PRIDE  
IN U.S.A.

Style 3701  
\$36.95

Style 3803  
\$38.95

Style 3172  
\$42.95

*soft  
cushioned  
insoles*

(Style 3172 Only)

*velvet-eez*  
LEATHER-COVERED  
AIR CUSHIONED INNERSOLES

(Style 3803 Only)

## Leather Casual Favorites

We've put three of our most popular casual styles for women on this one page. Which is your favorite?

**STYLE 3701...**Classic Penny Loafer styling done in **Rich, Dark, Burgundy Leather**. True "wrap-around" moccasin construction. Flexible composition dress soles are stitched to the uppers. Inside is a smooth, 3/4-length insole cover, lightly padded at the heel.

**STYLE 3803...**Extra comfort is yours with this **Soft Leather Casual**. Underfoot is our leather-covered, **Velvet-eez** Air Cushioned Innersole and spongy, shock-absorbing, urethane wedge sole...1-inch at the heel. Inside comfort is highlighted by soft, brushed, foam-backed nylon linings.

**STYLE 3172...**Sporty Walking Shoe. • **Garment Leather Uppers**. • Cushiony, rubber-like soles with street-gripping traction design. • Terry cloth linings...cool, soft, absorbent. • Full cushioned insoles. • Thick padded collars for ankle comfort. • Sturdy heel counters for lateral stability.

**ALL THREE STYLES Made in the U.S.A.**

Sizes for Style 3172

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA					X	X	X	X	X	X	X	X	X		X		
B	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	
C					X	X	X	X	X	X	X	X	X	X	X	X	

**Style 3172 Taupe Walking Casual**

Sizes for Styles 3701 & 3803

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
AA	X	X	X	X	X	X	X	X	X	X	X		
B	X	X	X	X	X	X	X	X	X	X	X		X
C	X	X	X	X	X	X	X	X	X	X	X	X	X

**Style 3701** Burgundy Penny Loafer  
**Style 3803** Brown Padded Casual

HUGE RANGE  
OF SIZES!

STEP INTO THE

## Comfort Zone

Enjoy the comfort of these Leisure Styles from Mason.

It's all highlighted by **Soft Leather Uppers** done in tie or slip-on. (Slip-ons feature elastic goring to assure you a comfortably snug fit.)

For added walking comfort they have **Velvet-eez** Air Cushioned Innersoles with Longitudinal cushions...full, foam-backed, brushed nylon linings...and sturdy heel counters for stability.

Comfort continues with our unique cushion wedge sole...soft and spongy to the touch, yet amazingly durable.

Made in the U.S.A.



"The folks at Mason Shoe understand that what's on the inside is as important as how the outside looks. With Style #3876, I got a good looking shoe, with a great feeling inside."

—Judy-Kaye Hill, Nevada.

Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA	X	X	X	X	X	X	X	X	X	X	X	X			
B	X	X	X	X	X	X	X	X	X	X	X	X		X	
C	X	X	X	X	X	X	X	X	X	X	X	X		X	
D	X	X	X	X	X	X	X	X	X	X	X	X			
E		X	X	X	X	X	X	X	X	X	X	X			
EE		X	X	X	X	X	X	X	X	X	X	X			

Style 3876 Navy Blue Tie

Style 3877 Taupe Tie

Style 3878 Amber Tan Slip-On

Style 3879 Black Slip-On

\$42.95

Style 3877

Style 3876

Style 3878

velvet-eez®

AIR CUSHIONED INNERSOLES  
WITH LONGITUDINAL CUSHION

Style 3879

# Enjoy Your Work In Comfort

## Soft Genuine Leather Uppers

Nurses, waitresses, cooks, custodians, any ladies who spend long hours on their feet deserve a little comfort. Introducing Mason's Cushioned Service Shoes...

### ALL THREE FEATURE...

- **Crushably Soft Leather Uppers.**
- **Cushion Wedge Soles** are soft and spongy to the touch, yet extremely durable...a pleasure to walk or stand in. 1-inch at the heel.

### PLUS...

#### Styles 3532 and 3533 Feature...

- Soft, Foam-Backed Nylon Linings.
- Side Perfs for breathability.
- "Puckered" Moccasin Styling.
- **Velvet-eez** Air Cushioned Inner-

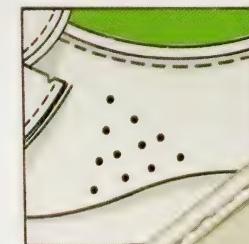
soles with longitudinal cushion.

- Slip-On (Style 3532) also features elastic gore. **Made in the U.S.A.**

### Style 3775 Features...

- Cambrelle®-Covered Cushioned Insoles.
- Contoured Cushioned Heel Insert.
- Smooth, Lightly Padded Collar.

**Made in the U.S.A.**



SIDE PERFS  
(Styles 3532  
& 3533)



### (For Style 3775)

Widths	Sizes
AA	6 to 11
B	5 to 11
D	6 to 11

Also Half Sizes  
Except 10½

Style 3532  
Style 3533  
Style 3775

White Woven Slip-On  
White Woven Oxford  
White Plain-Toe Oxford

### (For Styles 3532 and 3533)

Widths	Sizes
AA	5 to 11
B	5 to 12
C	5 to 12
D	5 to 11
E	6 to 11
EE	6 to 11

Also Half Sizes  
Except 10½, 11½

Style 3533  
**\$42.95**



**soft  
cushioned  
insoles**  
(Style 3775)

Style 3775  
**\$38.95**



**velvet-eez®**

AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION  
(Styles 3532 and 3533)

Style 3532  
**\$42.95**

HUGE RANGE  
OF SIZES!

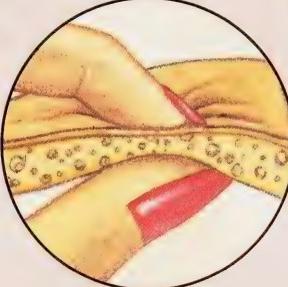
Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA	X	X	X	X	X	X	X	X	X	X	X		X		
B	X	X	X	X	X	X	X	X	X	X	X		X	X	
C	X	X	X	X	X	X	X	X	X	X	X		X	X	
D	X	X	X	X	X	X	X	X	X	X	X		X		
E		X	X	X	X	X	X	X	X	X	X		X		
EE		X	X	X	X	X	X	X	X	X	X		X		

Style 3397 Taupe  
 Style 3398 Black  
 Style 3399 Brown  
 Style 3886 White      \$39.95

velvet-eez®

AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION



Style 3886

Style 3398

Style 3399

Style 3397

Style 3399



STEP INTO THE

*Comfort Zone*

Wrap Your Feet  
In Butter-Soft  
Comfort

Everything about this casual is de-  
signed for soft comfort.

You get your first hint of the soft-  
ness just by looking at the gently  
“puckered” moccasin toe. But,  
there’s more...

- **Crushably Soft Leather Uppers.**
- **Cushion Urethane Wedge Soles...**  
soft and spongy...but oh so dur-  
able. 1-inch at the heel.

• **Velvet-eez** Air Cushioned Inner-  
soles with longitudinal cushion for  
the ultimate in underfoot comfort  
and support.

- Full...Soft...Breathable...Foam-  
Backed Nylon Linings.
- Side Perfs by the arch for cool  
breathability.

Comfort you never get tired of.  
**Made in the U.S.A.**



SIDE PERFS let air circu-  
late to help keep your feet  
cool and dry.

CRAFTED WITH PRIDE  
IN U.S.A.

HUGE RANGE  
OF SIZES!

Style 162



Style 144

## Built for Service

**Soft Genuine Leather Uppers!**

Designed to give a perfect fit...with all the comfort of a casual! **Soft Leather Uppers** have special tan-

ning (Softan) that resists drying and cracking, yet remains very soft through repeated wearings. Also features flexible, KRATON® wedge

soles with ribbed inserts for traction... 1-inch at the heel. Soft cushioned innersoles. Unlined for breathable comfort. **Made in the U.S.A.**

Style 144 Brown Oxford  
Style 162 White Oxford  
Style 163 Black Oxford

**\$39.95**

Widths	Sizes
AA .....	6 to 11
A .....	6 to 11
B .....	4 to 12
C .....	5 to 11
D .....	6 to 10
E .....	6 to 10
EE .....	6 to 10

Also Half Sizes  
Except 11½



Style 163



**soft  
cushioned  
insoles**



Style 1430

Style 1431

## Crushably Soft Service Shoes

*Soft Genuine Leather Uppers!*

Here's all the comfort you've been looking for in a service shoe...

### Crushably Soft, Genuine

**Leather Uppers** with tiny slash-perfs to allow air to circulate freely...special knit foam linings, designed for comfort and breathability...full, soft cushioned innersoles for added walking comfort...and durable, flexible wedge unit bottoms with traction design, 1½-inch at the heel.

This style is more than a service shoe...it's so comfortable you'll want to wear it for casual as well!

**Made in the U.S.A.**



Style 1432

Style 1430 Black

Style 1431 White

**\$42.95**

Style 1432 Golden Tan

*soft  
cushioned  
insoles*

Widths	Sizes
AA	6 to 10
B	4 to 11
C	5 to 11
D	5 to 10
E	6 to 10
EE	6 to 10

Also Half Sizes

# You're On Your Feet All Day...You Deserve This Much Comfort!

We've literally "packed" this casual/service shoe with quality and comfort features to make those hours pass by as effortlessly as possible.

- **Soft Leather Uppers.** Slash-perfs have been added at the toe and sides for cool air ventilation.
- True Moccasin Construction wraps those soft leather uppers around your feet.
- Full, foam-backed, brushed nylon linings.
- **Velvet-eez** Air Cushioned Innersoles with longitudinal arch cushion...Cambrelle®-lined.
- Thick, Bouncy, Urethane Wedge Soles, 1½-inches at the heels.
- Reinforced Heel Counter provides side-to-side stability. **Made in the U.S.A.**

**Style 3750** Black

**Style 3751** Taupe

**Style 3752** White

**\$44.95**



Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
A	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
C	X	X	X	X	X	X	X	X	X	X	X	X	X		
E			X	X	X	X	X	X	X	X	X	X	X		

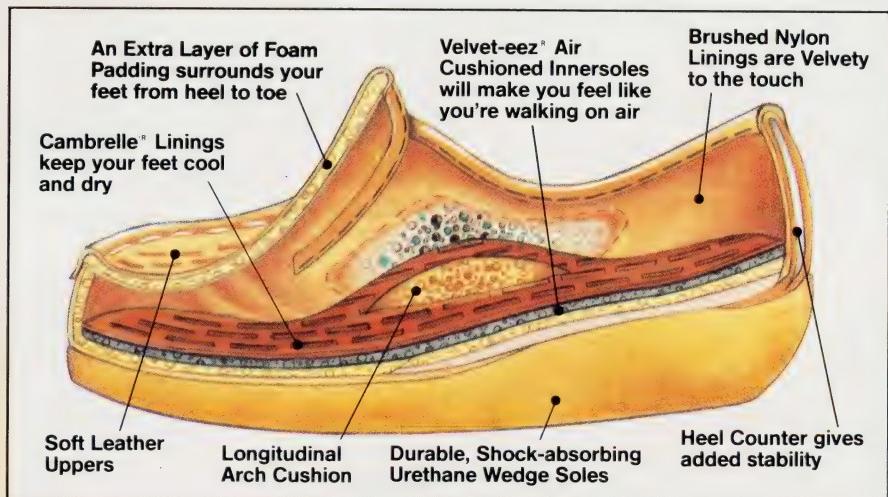


Style 3751

Style 3752

*velvet-eez*

AIR CUSHIONED INNERSOLES  
WITH LONGITUDINAL CUSHION



HUGE RANGE  
OF SIZES!



Style 3193



Style 3194

Style 3195

**Mason Has Your Size!**

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
M	X	X	X	X	X	X	X	X	X	X	X	X	X		
B	X	X	X	X	X	X	X	X	X	X	X	X	X		
C	X	X	X	X	X	X	X	X	X	X	X	X	X		
E		X	X	X	X	X	X	X	X	X	X	X	X		

Style 3193 Black      \$44.95  
 Style 3194 Taupe  
 Style 3195 White



SOFT, SUPPLE  
LEATHER UPPERS

## Tasseled... Puckered... And Soft As A Breeze

On the outside this smartly styled tassel slip-on has the look that goes perfectly with slacks or skirts...but,

inside is solid comfort designed to take on an 8-hour shift of walking and standing with foot-relaxing ease.

This casual starts right with irresistible **Soft Leather Uppers**...the "puckering" at the toe hints of this special softness.

We complemented this softness with a durable...spongy-to-the-touch...urethane wedge sole. Its unique shock-absorbing qualities

put a bounce in your step. 1½-inches at the heel.

Inside are additional comfort features...full, foam-backed, nylon linings...lightly padded insoles with longitudinal arch cushion...and elastic goring across the instep to assure a gentle, foot-hugging fit.

A lot of durable comfort in a soft, pretty casual. **Made in the U.S.A.**





*velvet-eez*  
AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION

SIDE PERFS let air circulate to help keep your feet cool and dry.



## SLIP-LESS™ Soles Reduce The Hazard of Walking On

Now you can do something to reduce the risk of slipping on slick surfaces with Mason Shoe's SLIP-LESS™ Soles.

### Resists Slipping

This revolutionary slip-resistant sole not only resists slipping on wet surfaces...it also resists slipping on vegetable oils, animal fats, detergents, and engine oil.

### Two Soles In One

#1. Our SLIP-LESS™ Sole is composed of a specially blended rubber compound innercore that provides the majority of its "gripability." 122 It's also durable and resistant to abrasion.

#2. Then there is an outer wrap of urethane to provide comfort and add cushioning.

### Water and Oils Channeled Away

You'll notice the SLIP-LESS™ Sole has a criss-crossing bottom pattern designed to provide "surface-grabbing" traction, while channeling water and oils away to avoid hydroplaning.

### Versatile Styling

Two distinct styles are available in your choice of colors. Now you can have a shoe that looks smart and is also excellent for working in areas that present the hazard of a slippery walking surface. Places such as kitchens, food

service areas, hospitals, health care centers, supermarkets, etc.

SLIP-LESS™ soles are also lightweight, flexible, shock-absorbing and **NON-MARKING**.

### Quality Built Throughout

- **Soft Leather Uppers** are supple and pliable to give you maximum comfort.
- Full Cambrelle® Linings for the styles on page 123. Cambrelle® is a soft fabric that will keep your feet cool and dry. Full, breathable, foam-backed nylon linings for the styles on page 122.
- **Velvet-eez** Air Cushioned Innersoles with longitudinal arch cushion for walking comfort



Style 3975

*velvet-eez*<sup>®</sup>

AIR CUSHIONED INNERSOLE  
WITH LONGITUDINAL CUSHION

Style 3972

*"This special slip-resistant sole for restaurant use does very well in greasy areas. When cleaning the deep fryer, the grease and cleaning solution make a slippery mess. But with these shoes, I don't slip. I've been in the restaurant business for 12 years, and these are the best soles I've come across."*

*—Karen Birchfield, Idaho*



Style 3974

## Wet, Greasy, Slippery Surfaces!

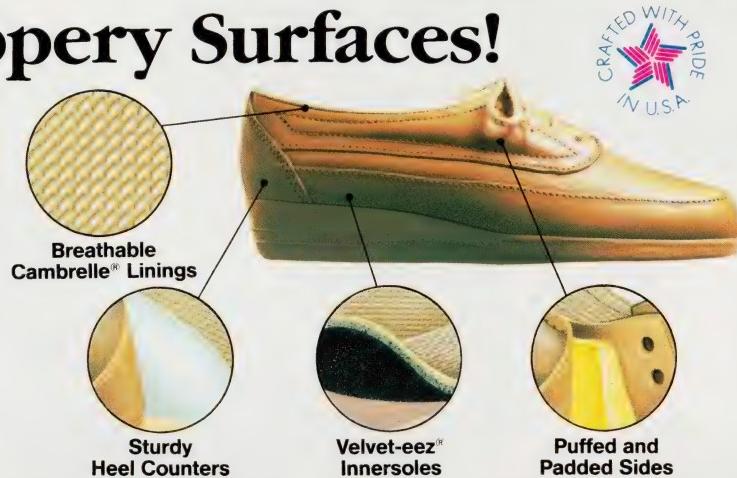
and support.

- Sturdy Heel Counters for lateral support.
- Side perfs provide air circulation for styles on page 122.

Reduce the hazards of slippery situations with Super Slip-Resistant SLIP-LESS™ Soles from Mason Shoe. Made in the U.S.A.



Revolutionary SLIP-LESS™ Soles



### Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
A	X	X	X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X
C	X	X	X	X	X	X	X	X	X	X	X	X	X

Style 3950 Black

Style 3951 Taupe

\$44.95

Style 3952 Brown

### Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
A	X	X	X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X
C	X	X	X	X	X	X	X	X	X	X	X	X	X

Style 3972 Navy Blue

Style 3974 Taupe

\$49.95

Style 3975 Black

# Now You Can Enjoy U.S. Postal Quality Footwear

As a Mason customer you can now purchase shoes that meet all the strict requirements of the U.S. Postal Service.

## Style 3274...Black Walking

**Oxford.** • Leather Uppers. • Durable, non-marking, cushiony, urethane wedge soles...**SLIP-RESISTANT**. • Foam-backed nylon vamp linings...smooth-lined quarters. • **Velvet-eez** Innersoles.

Sizes for Styles 3274 & 3275

	5	5½	6	6½	7	7½	8	8½	9	9½	10	11	12
A		X	X	X	X	X	X	X	X	X	X		
B	X	X	X	X	X	X	X	X	X	X	X	X	X
C	X	X	X	X	X	X	X	X	X	X	X	X	X

Style 3274 Black Walking Oxford  
Style 3275 Black Athletic Oxford

Style 3275  
\$49.95

## Style 3275...Black Athletic.

• **Leather Uppers.** • Tough, non-marking outsole...**SLIP-RESISTANT**. • Cushiony wedge midsole. • **Velvet-eez** Innersoles.

## Style 3730...Black Forward Thrust®

• **Leather Uppers.** • Cush-N-Crepe® Forward Thrust® Sole...a tapered outsole that provides a natural rocking motion when you walk.  
**SLIP-RESISTANT.** • **Velvet-eez**

Innersoles covered with soft brushed nylon.

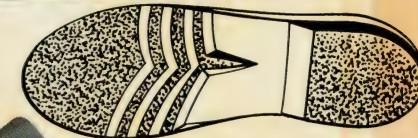
**ALL THREE MADE IN THE U.S.A.**



Style 3274  
\$37.95

velvet-eez

AIR CUSHIONED INNERSOLES



(Style 3730 only)

Sizes for Style 3730

	5	5½	6	6½	7	7½	8	8½	9	9½	10	11	12
A	X	X	X	X	X	X	X	X	X	X	X		
B	X	X	X	X	X	X	X	X	X	X	X	X	X
C	X	X	X	X	X	X	X	X	X	X	X	X	X
D	X	X	X	X	X	X	X	X	X	X	X	X	X
E	X	X	X	X	X	X	X	X	X	X	X	X	X
EE	X	X	X	X	X	X	X	X	X	X	X	X	X



See Details  
on Pages  
60 and 61.



Style 3730  
\$41.95

Mason Has Your Size!

B	5	5½	6	6½	7	7½	8	8½	9	9½	10
	X	X	X	X	X	X	X	X	X	X	X

Style 3785 White  
Style 3786 Grey  
Style 3787 Black

\$42.95

Style 3787

NEW  
Style!



## Looking Good... Feeling Good!

### Glove-Soft Garment Leather Uppers

Exercise and feel good about yourself in the comfort of Mason's Dancercise™ Aerobic Shoes!

• **Glove-Soft Garment Leather Uppers with Leather Trim** for added stability and support... perfed at the vamp and side for breathability.

So Soft and Flexible you'll be

enjoying full comfort from your first step...no break-in needed.

- **Super Traction Soles with Unique Shock-Absorbing Inserts** at the ball and heel of your foot.

Soles also wrap up and around the toe and heel for protection and to allow for all your aerobic movements.

- **EVA Cushion Wedge Midsole...** an amazing cushion that absorbs foot-shocks.
- **Soft Cushioned Insole** with longi-

tudinal arch cushion...fully covered with soft, absorbent terry cloth.

- **Padded Collar** to cushion and protect your ankle...terry cloth covered.
- **Sturdy Heel Counter** for stability ....terry cloth covered.
- **Variable Lacing** allows you to

adjust the fit across your instep.

**Imported from a quality factory. Double-checked for quality at Mason Shoe.**



# Feminine Fitness

Aerobics...jogging...walking...keeping in shape! They're all demanding activities and a comfortable shoe with plenty of foot support is what you need.

## SUPPORT AND COMFORT

- Uppers of soft, foam-backed nylon with **Suede Leather Trim** at critical stress points. Breathable and Flexible.
- "Triple-Action" Bottoms.  
1. Tough, Durable, **Non-Marking** Outsole with wave-pattern traction design. 2. Light, Cushiony Wedge Midsole. 3. **Velvet-eez** Air Cushioned Innersole covered with soft, absorbent brushed nylon.
- Sturdy Heel Counter gives firm, stable support.
- Padded Collar...Soft, Foam-Backed Nylon Tongue.
- Built Sturdy for Activity...Styled Soft for Casual Feminine Wear!

Made in the U.S.A.



HUGE RANGE  
OF SIZES!

Style 3766



Style 3765

velvet-eez®  
AIR CUSHIONED  
INNERSOLES



Style 3767



Mason Has Your Size!

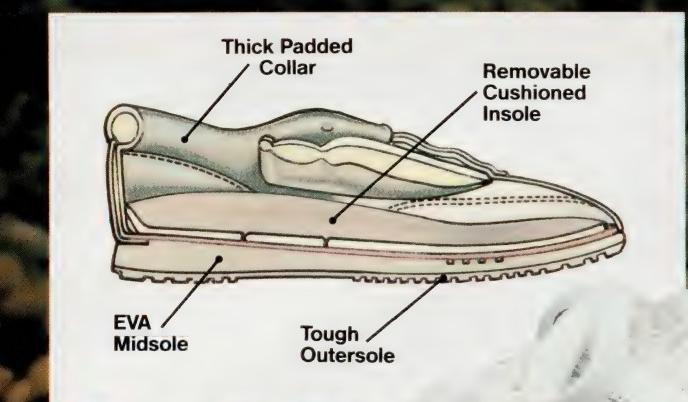
	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA	X	X	X	X	X	X	X	X	X	X	X				
B	X	X	X	X	X	X	X	X	X	X	X				
C	X	X	X	X	X	X	X	X	X	X	X			X	
D	X	X	X	X	X	X	X	X	X	X	X			X	
E	X	X	X	X	X	X	X	X	X	X	X			X	
EE	X	X	X	X	X	X	X	X	X	X	X			X	

Style 3765 Tan (middle)

Style 3766 Powder Blue (top)

Style 3767 Royal Blue (bottom)

\$29.95



Style 3711



Style 3710

## WALKABOUT™ In The Country...In The City ...For Your Health

Walking is an inexpensive activity that brings you high returns...walking lifts the spirit and lowers the blood pressure.

Walking is never ordinary...there's always changing scenery, changing weather, different shadows, even new looks to familiar surroundings. And, you're in charge...go where you want, stop, change direction, you make the decision.

Mason WALKABOUTS™ are ready to take that walk with you any time.

- Garment Soft Leather Uppers move and flex with your feet. Perfed at the vamp for breathability.
- Removable Cushioned Insoles are covered with soft, absorbent terry cloth.
- Compressed EVA Midsoles to cushion and rebound from foot-shocks.
- Tough Outersole with a "rocker profile" to promote a natural walking motion.
- Soft, Brushed Nylon Linings...foam-backed for extra foot cushioning.

- Thick Padded Collars for ankle protection and comfort.
- Imported from a quality factory. Quality checked at Mason Shoe.

### Mason Has Your Size!

5	5½	6	6½	7	7½	8	8½	9	9½	10
B	X	X	X	X	X	X	X	X	X	X

Style 3710 Light Grey      \$54.95  
Style 3711 White

**soft  
cushioned  
insoles**

# Sun Loving, Fun Loving, Embroidered Espadrilles

Brighten up your summer wardrobe with these stylish wedge Espadrilles. Each with a delicate

design embroidered on the vamp.

Sailcloth uppers are featured on the two Navy Blue Styles and the Sand Tan Style.

Broadcloth is featured on the White Espadrille.

Chrome-tanned leather bottoms are featured on the Sand Tan and Navy Blue "Starburst" Styles as well as the White "Rose" Style.

**Mason Has Your Size!**

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EE		X	X	X	X	X	X	X	X	X	X	X	X	X	

**Style 3619** Navy Blue "Island" Espadrille

**Style 3620** White "Rose" Espadrille

**Style 3621** Navy Blue "Starburst" Espadrille

**Style 3622** Sand Tan "Starburst" Espadrille

**Style 2139** Navy Blue "Island" Bag

**Style 2140** White "Rose" Bag

The Navy Blue "Island" Style has a crepe rubber sole.

All four styles have a 1½-inch luster-jute covered wedge. They also have lightly

padded insoles. **Made in the U.S.A.**

The 10 x 11-inch Navy Blue Shoulder Bag has a drawstring top that opens to a roomy interior. The 11 x 7-inch White Handbag has a wriststrap attached to a zippered top. Inside is one main compartment and a zippered wall pocket. **Made in the U.S.A.**

**Style 3621  
\$26.95**



CRAFTED WITH PRIDE  
IN USA

**Style 3619  
\$26.95**

**Style 3622  
\$26.95**

**Style 2139  
\$21.95**



**Style 2140  
\$18.95**



**NEW  
Style!**

Style 3718



Style 2187 Beige Bag

Style 2188 Navy Bag

\$19.95

Style 2187



Style 2188

Style 3717

Style 3717

Style 3717 Beige  
Side Stripe  
Espiradille

Style 3718 Navy  
Side Stripe  
Espiradille

**\$24.95**

Style 3804 Navy Vamp Stripes  
Casual

Style 3805 Red Vamp Stripes  
Casual

**\$24.95**

Style 3805

Mason Has Your Size!													
	5	5½	6	6½	7	7½	8	8½	9	9½	10	11	12
AA		X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	
D		X	X	X	X	X	X	X	X	X	X	X	

## Light, Cool and Glad All Over

You'll be "Glad All Over" from the first moment you step into these Cool, Comfortable, Canvas Casuals from Mason Shoe.

We have two distinct styles to choose from, each with their own special features.

**STYLES 3717 & 3718**...Navy and Beige Canvas Espadrilles with their unique, jute-wrapped, wedge bottom...1½-inches at the heel. They also boast Mason's FLEXIBLES Sole with its remarkable flexibility characteristics. It bends with little effort, then returns to its original shape, time after time.

Awnings stripe detailing on the side for a touch of style...canvas-covered, lightly padded insoles for comfort. **Made in the U.S.A.**

**STYLES 3804 & 3805**...Navy and Red Canvas Casuals with an elasticized gore hidden in those colorful vamp stripes. This elastic gore will assure you a comfortably snug fit with every step.

Flexible, rubber-like soles have micro-cellular lightness and shock-absorbing, cushioned comfort. Lightly padded insoles are covered with cool canvas. **Made in the U.S.A.**

**STYLES 2187 & 2188**...Beige and Navy Handbags will add to your summer fun times. They're a big, roomy 13 x 10-inches to hold all your summer stuff. Snap at the top opens to one main compartment and one zippered wall pocket. **Made in the U.S.A.**

CRAFTED WITH PRIDE  
IN U.S.A.



STEP INTO THE

# Comfort Zone

## Cares Drift Away In "Ultra Pillo®" Sandals

How can we describe the unique comfort of our "Ultra Pillo®" Sandals?

Let your mind wander a little to a tropical beach. Waves are gently brushing against the shore, a brilliant sunset captures your attention, you're totally relaxed.

That's the type of feeling you get from "Ultra Pillo®" Sandals...Total Relaxation!

### Two Styles...

#### Each Offering A Comfortable Fit

You have two styles to choose from...Double-Buckle or Sling-Back Sandals. Both featuring **Soft, Pliable Leather Straps** with foam-backed nylon linings.

"Ultra Pillo®" Sandals also offer an exceptionally good fit. The buckles are adjustable and the sling-back has two strips of elastic goring to assure you a comfortably snug fit.

#### "Ultra Pillo®" Foot Cushion System

Now, let's talk about the unique "Ultra Pillo®" Foot Cushion System.

It's built on a platform of support and comfort. First, there's a foam cushion under your foot...then comes a base platform to provide the support...followed by a 1-inch, blown urethane, microcellular cushion wedge sole for total walking comfort.

The entire platform section is wrapped along the edge with soft leather for the final comfort touch.

You can wear them anywhere. But, even when you're wearing them downtown, you'll be enjoying secluded, tropical beach comfort.

Take the comfort plunge...order your "Ultra Pillo®" Sandals, today! **Made in the U.S.A.**



**NEW  
Style!**

Style 3660

Style 3660  
Bone Double-Buckle

Style 3661

Navy Blue Double-Buckle

Style 3662

White Sling-Back

Style 3663

Camel Tan Sling-Back

\$36.95

Style 3661

**soft  
cushioned  
insoles**

Style 3663

Style 3662

Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

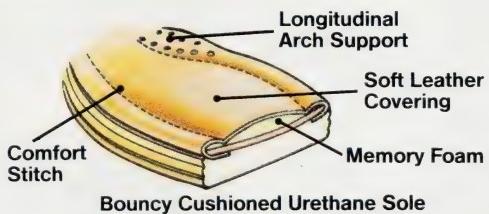
# Comfort Zone

## WALKABOUT™ Sandals With A "Memory"

Who ever heard of a Walking Sandal with a "memory"? Well, it's here now and it puts these sandals into a whole new comfort category... one that's built for walking.

### "Memory" Insole

The "Memory" Insole. It starts with a unique, spongy, "memory" foam that has the ability to mold and shape itself to the bottom of your feet for a custom-like comfort fit. This "memory" foam is covered with soft leather. Then a comfort-stitch actually directs the foam into the proper areas of the foot bed that require cushioned support.



### Soft Leather Uppers

Your feet will be treated to comfort on top as well as underneath with **Crushably Soft Leather Uppers**. The leather straps are adjustable, so you can fit the sandal just the way you like it.

### Spongy, Cushioned Soles

A sandal this comfortable deserves a cushioned sole to complement it. That's why we selected a bouncy, urethane wedge sole... 1-inch at the heel.

It will gently cushion your feet from those bumps and jolts that crop up while you're out walking.

Double or Triple Buckle...either way you'll be stepping into a Great Fitting, WALKABOUT™ Sandal that remembers you like an old friend. **Made in the U.S.A.**



### Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
AA		X	X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X
D	X	X	X	X	X	X	X	X	X	X	X	X	X

Style 3556

Style 3554 Navy Blue 3-Buckle  
Style 3555 Ivory 3-Buckle  
Style 3556 Taupe 2-Buckle  
Style 3557 Cream 2-Buckle

\$33.95

Style 3557



STEP INTO THE

# Comfort Zone

## Soft Steppin' Genuine Leather Uppers

Free and easy going sandals for the fun times ahead. The perfect pair-up with jeans, shorts, pants and all your leisure time wear.

Your feet are surrounded by leather...**Genuine Leather Straps** and soft, sueded and padded insoles. All designed to give you that extra measure of comfort.

Gently rounded, rubber-like soles have a natural, barefoot feel for comfortable walking. 1-inch at the heel.

Just the right styling for all your active casual wear!

**Made in the U.S.A.**

Style 1203



Style 1205

(Size Run For Styles 1203 & 1205)

	5	5½	6	6½	7	7½	8	8½	9	9½	10
B	X	X	X	X	X	X	X	X	X	X	X

Style 775 White Sandal

Style 1203 Mahogany Brown T-Strap

Style 1205 Mahogany Brown Thong

\$24.95

(Size Run For Style 775)

	5	5½	6	6½	7	7½	8	8½	9	9½	10
AA					X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X

*soft  
cushioned  
insoles*

LEATHER-COVERED

Style 775





Style 3278

## Handwoven, Foot-Forming, Leather Huaraches

What makes Handwoven Leather Huarache Sandals so popular?

Besides their unique styling, it's their ability to stretch and conform to each individual foot...and that means genuine foot-hugging comfort for you!

We've added a few styling touches to these popular huarache sandals with a woven design on the vamp and back strap...a stacked-look, 3/4-inch, wedge heel...and a cross-grooved, rubber-like sole for extra slip-resistance and walking comfort.

Slip into a pair of Leather Huarache Sandals and let the customized comfort begin.

**Because the styles on this page are not available domestically, we have imported them from a quality factory. Each pair is inspected by the people in our Mason Factory to double check the quality for you.**

Style 3279

### Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
B	X	X	X	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	X	X	X	

Style 3277 Natural

Style 3278 White

Style 3279 Chestnut Brown

\$24.95

Style 3277

STEP INTO THE

# Comfort Zone

Cares Drift Away In The  
Cushioned Comfort of  
Mason's Leather Sandals

Slip on a pair of Mason's "Comfort Zone" Sandals and experience a little slice of paradise.

We've combined a thick cushioned insole with a lightweight, supple sole to bring you rubber-like, bouncy comfort. Each step is a new experience in walking pleasure. And, our modified wedge sole is a stylish 1¼-inches at the heel.

There are two styles of **Soft Leather Uppers** to choose from... Quarter Strap or Slide. Both have double-buckle vamp styling so you can adjust the sandals to a comfortable, custom-like fit.

Put some comfort into your dress/casual wardrobe with

Mason's Cushioned "Comfort Zone" Sandals.

**Made in the U.S.A.**



### Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12
AA		X	X	X	X	X	X	X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
D		X	X	X	X	X	X	X	X	X	X	X	X	X	
EE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Style 3623 White Quarter Strap

Style 3624 Burgundy Quarter Strap

Style 3625 White Slide

Style 3626 Tan Slide

**\$19.95**



**soft  
cushioned  
insoles**

# Soft, Handwoven Leather Casuals

Add a flair to your warm weather wardrobe with **Mason's Cool, Handwoven Leather "Pepita" Casuals.**

Those unique, woven leather uppers not only provide cool comfort, they also give you effortless flexibility.

You'll like the way they gently shape themselves to your feet for a custom-like fit.

Casual, rubber-like soles with mini-ribbed design provide walking comfort and skid-resistant traction.

**Because the styles on this page are not available domestically, we have imported them from a quality factory. Each pair is inspected by the people in our Mason Factory to double-check the quality for you.**

## Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11
B	X	X	X	X	X	X	X	X	X	X	X	X	X
D	X	X	X	X	X	X	X	X	X	X	X	X	X

Style 3339 White  
Style 3340 Natural Tan      \$27.95  
Style 3341 Chestnut Brown



# Leather Huaraches

Capture the Sun in these flexible, foot-forming, **Genuine Leather Huaraches!**

They just keep getting more comfortable the longer you wear them.

Slip them on and they're sure to stir up thoughts of surf, sun and sand.

Go with the Casual Slip-On or the Sling-Backs. All three have Hand-woven Leather Uppers...wooden wedges, 1-inch at the heels...

smooth leather insole covers...and rubber-like bottoms.

Perfect for everyday blue jeans or casual summer dress comfort!

**Because the styles on this page are not available domestically, we have Imported them from a quality**

**factory. Each pair is inspected by the people in our Mason Factory to double check the quality for you.**



Mason Has Your Size!

	5	5½	6	6½	7	7½	8	8½	9	9½	10
B	X	X	X	X	X	X	X	X	X	X	X

**Style 3759** Natural Tan Casual Huarache

**Style 3760** White Sling-Back Huarache

**Style 3761** Natural Tan Sling-Back Huarache

**\$19.95**

# Confidential Instructions for Mason Dealers

(NOTE: This section is removable)

The following instructions will help you write up your Mason orders and they will tell a little about the special services Mason Shoe offers you, our Mason Dealer.

Look for "MASON TIPS" throughout this page. They are suggestions and ideas that can make your order taking easier and more efficient.

## How Do I Use The Price List?

- **STYLE NUMBER**—Each shoe, boot and handbag is assigned a number that indicates both style and color.
- **SUGGESTED RETAIL**—This is the price your customer pays for Mason shoes. (When compared with other top quality shoes, you'll find this is an excellent value.)
- **DEPOSIT**—This is your cash commission. This is the money you keep. You subtract it from the "Suggested Retail" price and send us the difference.

## How Do I Use The Order Form?

Let's take a look at it from top to bottom...

- **"SEND TO"**—Who do you want the shoes shipped to? Directly to you? To your customer's home address or work address?
- MASON TIP:** If you want to hand deliver your customer's order, write his or her name on the top line, then write "c/o your name and address" on the other lines. The shoes come to you...you deliver them to your customer...and often you will pick up another order.

- **"SHIP VIA"**—U.P.S. or Parcel Post or Air Mail...whichever is best for you.

Most of our orders are shipped via U.P.S.

**MASON TIP:** Regular U.P.S. and Parcel Post orders are shipped **POSTAGE-FREE**. U.P.S. Air and Parcel Post Air are \$4 extra per pair...Federal Express Air Mail is \$5 extra per pair.

- **"NO. PAIRS...STYLE NO....SIZE..."**

**ETC.**—This is where you fill in your cus-

tomer's order information. Be sure to look at the catalog page to make sure the shoes come in your customer's size...also double-check the price and style number.

**MASON TIP: Getting the right fit.** If your customer's old shoes are comfortable, order that size. If your customer doesn't know his or her size, use your Mason foot measuring chart...or place their right foot on a piece of paper and make marks at the heel, big toe, and on each side of the foot at the widest part.

### • "CHECK ONE" (Paying for the order)—

**Prepaid**—If customer pays you cash, or writes the check out to you...just deduct your commission and put it in your pocket. Then send your personal check or money order for the balance with the order. (Be sure to subtract any deposit you collected and kept in the deposit area on the order form.)

If customer writes a check or money order made out to Mason Shoe for the full amount, that's OK, too. Just send it in with the order and we will send you our check for your commission. (Be sure to mark "0" in the deposit area on the order form.)

**Credit Card**—We accept MasterCard, Visa and Discover credit cards. On credit card orders be sure to enter all the credit card numbers in the spaces provided...enter expiration date...and have card owner sign on signature line. If you collect your deposit, mark it in the deposit box on the order form...if you do not collect your deposit, mark "0" in the deposit box. (Once again, if they pay the full suggested retail amount, we will send you our check for your commission.)

**C.O.D.**—C.O.D. orders must have \$3 included with the order you mail in. This cost is in addition to the cost of the shoes. If you collect your deposit, enter the amount in the deposit box...if you do not collect deposit, mark "0" in the deposit box.

**(NOTE:** You or your customer must

be home, or at work address, to take delivery of C.O.D. shoes. If no one is there to accept shoes, they will be returned to Mason Shoe as an unclaimed order. Also, you must have cash or a money order ready for the exact amount...the delivery person will not accept personal checks.)

**• "SALESPERSON'S SIGNATURE"—**We ask you to sign and date each order form. This is a legal formality that basically states, you are your own boss.

**• "PRINT OR STAMP YOUR NAME...ETC."**—Your name should be the same on every order form so you get full credit for the order. Be sure to notify us if you do have a name or address change.

## How Long Will An Order Take?

Normally we tell our Mason Dealers their order will take 7 to 14 working days from the time they drop the order in the mailbox until the shoes arrive in their hands.

This time may vary depending on your distance from Chippewa Falls, Wisconsin...delivery service in your area...holidays...etc.

**NOTE:** We can process approximately 95% of all orders within 24 hours. That means 24 hours from the time the order comes in our doors until we put the shoes on a delivery truck.

## Can I Speed Up My Orders?

**YES!** Mason has several options for speeding up orders.

**#1 TOLL-FREE Order Lines for credit card orders.** You can save a day or two just by phoning in your credit card orders...MasterCard, Visa or Discover. Our Toll-Free Order Number is

**1-800-826-7030.** Order Lines are open from 6 a.m. to Midnight (Central Time)...7 days a week, with the exception of major holidays. (**NOTE:** If you phone in a credit card order, DO NOT mail the order in...this could cause a double shipment.)

**#2 AIR MAIL DELIVERY.** Air Mail costs \$4 extra per pair, but it can speed up your order a few days. You can specify either Parcel Post Air or U.P.S. Air.

**#3 FEDERAL EXPRESS AIR and FEDERAL EXPRESS OVERNIGHT.** (See Federal Express Information on page 140.)

## What About Returning Shoes?

We want each customer to be completely satisfied. If not, they can return the shoes prepaid by insured Parcel Post or U.P.S. to: **Mason Shoe Co., Chippewa Falls, Wisconsin 54774. ATTN: Adjustment Department.**

Complete instructions for returns are packed with each order. All returns are handled manually, so please allow three weeks for processing.

## What If I Have A Question On An Order?

Either mail us a copy of the order along with your question...or call us on our **Toll-Free Answer Lines...**

**1-800-826-7102... (In Wisconsin use the regular order number...  
1-800-826-7030.)**

**MASON TIP:** Before writing or calling, be sure to find out if your customer received any notice from us concerning the order.

(Any time an order is delayed, we notify the customer.) **Please have a copy of the order in front of you before calling.**

## Does Mason Make Special Order Shoes?

NO, we are not able to make special order shoes. We can only fill orders for styles in the colors and sizes described in this catalog.

**MASON TIP:** Sometimes we have styles available from our previous season's catalog. Drop us a note and ask if you're interested in a shoe that's no longer available in our current catalog.

# Men's Shoe Price List

Effective December 16, 1988

Style No.	Suggested Retail	Deposit	Page	Style No.	Suggested Retail	Deposit	Page	Style No.	Suggested Retail	Deposit	Page	Style No.	Suggested Retail	Deposit	Page
14	\$79.95	\$16.00	9	338	\$59.95	\$12.00	39	498	\$39.95	\$ 8.00	38	911	\$109.95	\$22.00	49
15	79.95	16.00	9	339	59.95	12.00	39	516	48.95	9.75	43	913	79.95	16.00	65
16	79.95	16.00	9	357	34.95	7.00	36	524	99.95	20.00	10	914	79.95	16.00	65
105	82.95	16.50	61	358	34.95	7.00	36	525	99.95	20.00	10	920	89.95	18.00	50
106	69.95	14.00	61	359	34.95	7.00	36	528	58.95	11.75	51	927	108.95	21.75	48
110	66.95	13.25	29	360	84.95	17.00	14	532	66.95	13.25	55	930	84.95	17.00	79
113	74.95	15.00	72	361	84.95	17.00	14	538	34.95	7.00	43	931	129.95	26.00	45
114	74.95	15.00	72	362	59.95	12.00	37	556	66.95	13.25	58	933	102.95	20.50	78
136	82.95	16.50	4	363	59.95	12.00	37	557	66.95	13.25	58	934	66.95	13.25	74
137	82.95	16.50	4	369	84.95	17.00	7	558	52.95	10.50	44	935	74.95	15.00	74
138	82.95	16.50	4	370	84.95	17.00	7	559	52.95	10.50	44	936	82.95	16.50	74
140	56.95	11.25	19	371	79.95	16.00	7	560	52.95	10.50	44	937	74.95	15.00	74
141	56.95	11.25	19	372	79.95	16.00	7	597	29.95	6.00	41	938	82.95	16.50	74
147	82.95	16.50	6	374	79.95	16.00	21	598	37.95	7.50	41	939	89.95	18.00	74
148	82.95	16.50	6	375	79.95	16.00	21	600	62.95	12.50	52	941	81.95	16.25	56
149	82.95	16.50	6	379	69.95	14.00	20	601	62.95	12.50	52	946	119.95	24.00	45
202	82.95	16.50	31	380	69.95	14.00	20	602	64.95	13.00	55	948	92.95	18.50	79
204	82.95	16.50	31	382	46.95	9.25	40	610	62.95	12.50	59	949	66.95	13.25	63
206	62.95	12.50	56	383	46.95	9.25	40	611	62.95	12.50	59	950	74.95	15.00	63
207	69.95	14.00	56	384	46.95	9.25	40	622	86.95	17.25	69	952	84.95	17.00	66
214	82.95	16.50	30	388	66.95	13.25	29	623	94.95	19.00	69	953	104.95	21.00	47
230	39.95	8.00	34	389	66.95	13.25	28	630	66.95	13.25	75	959	84.95	17.00	67
231	39.95	8.00	34	390	66.95	13.25	28	631	66.95	13.25	75	960	84.95	17.00	67
232	64.95	13.00	76	393	46.95	9.25	42	636	64.95	13.00	71	964	62.95	12.50	24
233	74.95	15.00	76	394	46.95	9.25	42	649	76.95	15.25	62	965	62.95	12.50	24
243	68.95	13.75	16	395	46.95	9.25	42	650	76.95	15.25	62	966	86.95	17.25	63
244	68.95	13.75	16	398	69.95	14.00	32	655	76.95	15.25	68	971	104.95	21.00	77
245	68.95	13.75	16	399	69.95	14.00	32	657	48.95	9.75	41	972	104.95	21.00	77
248	82.95	16.50	71	400	66.95	13.25	60	658	48.95	9.75	41	980	84.95	17.00	76
256	84.95	17.00	79	401	64.95	13.00	17	685	82.95	16.50	73	981	89.95	18.00	50
276	82.95	16.50	5	402	64.95	13.00	17	686	82.95	16.50	73	982	69.95	14.00	64
277	82.95	16.50	5	403	64.95	13.00	17	816	39.95	8.00	33	984	108.95	21.75	48
278	82.95	16.50	5	413	62.95	12.50	55	817	39.95	8.00	33	985	77.95	15.50	64
289	74.95	15.00	13	419	72.95	14.50	13	834	69.95	14.00	53	987	69.95	14.00	26
290	84.95	17.00	13	422	66.95	13.25	25	835	69.95	14.00	53	988	69.95	14.00	26
291	72.95	14.50	18	423	66.95	13.25	25	870	87.95	17.50	68	989	109.95	22.00	70
292	72.95	14.50	18	426	59.95	12.00	23	887	108.95	21.75	48	992	84.95	17.00	66
293	72.95	14.50	18	427	59.95	12.00	23	898	62.95	12.50	22	998	89.95	18.00	78
300	79.95	16.00	12	428	59.95	12.00	23	899	62.95	12.50	22	1088	104.95	21.00	47
301	79.95	16.00	12	432	67.95	13.50	57	900	64.95	13.00	54	1107	104.95	21.00	47
305	59.95	12.00	60	433	77.95	15.50	57	901	74.95	15.00	54	1165	76.95	15.25	71
319	82.95	16.50	8	435	79.95	16.00	21	902	129.95	26.00	46	1197	82.95	16.50	27
320	82.95	16.50	8	460	52.95	10.50	35	903	129.95	26.00	46	1198	82.95	16.50	27
322	58.95	11.75	51	461	52.95	10.50	35	908	87.95	17.50	15	1199	82.95	16.50	27
332	79.95	16.00	11	481	46.95	9.25	43	909	87.95	17.50	15				
333	79.95	16.00	11	497	39.95	8.00	38	910	109.95	22.00	49				

# Women's Shoe Price List

Effective December 16, 1988

Style No.	Suggested Retail	Deposit	Page	Style No.	Suggested Retail	Deposit	Page	Style No.	Suggested Retail	Deposit	Page	Style No.	Suggested Retail	Deposit	Page
88	\$34.95	\$ 7.00	96	3160	\$38.95	\$ 7.75	84	3371	\$31.95	\$ 6.25	91	3622	\$26.95	\$ 5.25	128
144	39.95	8.00	118	3161	38.95	7.75	84	3372	31.95	6.25	91	3623	19.95	4.00	133
162	39.95	8.00	118	3163	38.95	7.75	84	3373	31.95	6.25	91	3624	19.95	4.00	133
163	39.95	8.00	118	3164	38.95	7.75	84	3397	39.95	8.00	117	3625	19.95	4.00	133
775	24.95	5.00	132	3172	42.95	8.50	114	3398	39.95	8.00	117	3626	19.95	4.00	133
1203	24.95	5.00	132	3193	44.95	9.00	121	3399	39.95	8.00	117	3633	29.95	6.00	106
1205	24.95	5.00	132	3194	44.95	9.00	121	3421	39.95	8.00	80	3634	29.95	6.00	106
1430	42.95	8.50	119	3195	44.95	9.00	121	3422	39.95	8.00	80	3635	29.95	6.00	106
1431	42.95	8.50	119	3200	34.95	7.00	88	3423	39.95	8.00	80	3660	36.95	7.25	130
1432	42.95	8.50	119	3201	34.95	7.00	88	3440	31.95	6.25	87	3661	36.95	7.25	130
3019	32.95	6.50	96	3220	38.95	7.75	92	3441	31.95	6.25	87	3662	36.95	7.25	130
3033	31.95	6.25	88	3221	38.95	7.75	92	3442	31.95	6.25	87	3663	36.95	7.25	130
3034	31.95	6.25	88	3222	38.95	7.75	92	3443	31.95	6.25	87	3664	37.95	7.50	101
3039	32.95	6.50	86	3223	38.95	7.75	92	3462	29.95	6.00	95	3665	37.95	7.50	101
3040	32.95	6.50	86	3231	28.95	5.75	110	3463	29.95	6.00	95	3666	38.95	7.75	101
3041	32.95	6.50	86	3232	28.95	5.75	110	3475	29.95	6.00	99	3667	38.95	7.75	101
3042	32.95	6.50	86	3233	28.95	5.75	110	3484	32.95	6.50	102	3670	36.95	7.25	113
3047	29.95	6.00	96	3244	29.95	6.00	89	3485	32.95	6.50	102	3671	36.95	7.25	113
3056	38.95	7.75	111	3245	29.95	6.00	89	3486	32.95	6.50	102	3672	36.95	7.25	113
3066	29.95	6.00	98	3246	29.95	6.00	89	3487	29.95	6.00	103	3701	36.95	7.25	114
3072	29.95	6.00	103	3247	29.95	6.00	89	3492	29.95	6.00	90	3710	54.95	11.00	127
3073	29.95	6.00	103	3248	29.95	6.00	99	3493	29.95	6.00	90	3711	54.95	11.00	127
3083	29.95	6.00	95	3250	29.95	6.00	99	3495	29.95	6.00	90	3717	24.95	5.00	129
3086	29.95	6.00	95	3265	29.95	6.00	94	3504	31.95	6.25	104	3718	24.95	5.00	129
3095	39.95	8.00	80	3266	29.95	6.00	94	3505	31.95	6.25	104	3730	41.95	8.25	124
3103	29.95	6.00	105	3267	29.95	6.00	94	3506	38.95	7.75	100	3750	44.95	9.00	120
3106	29.95	6.00	105	3268	29.95	6.00	94	3507	38.95	7.75	100	3751	44.95	9.00	120
3107	29.95	6.00	105	3274	37.95	7.50	124	3508	38.95	7.75	100	3752	44.95	9.00	120
3108	29.95	6.00	105	3275	49.95	10.00	124	3509	38.95	7.75	100	3759	19.95	4.00	136
3113	34.95	7.00	85	3277	24.95	5.00	134	3528	29.95	6.00	104	3760	19.95	4.00	136
3115	34.95	7.00	85	3278	24.95	5.00	134	3529	29.95	6.00	104	3761	19.95	4.00	136
3116	34.95	7.00	85	3279	24.95	5.00	134	3532	42.95	8.50	116	3765	29.95	6.00	126
3123	29.95	6.00	97	3280	29.95	6.00	93	3533	42.95	8.50	116	3766	29.95	6.00	126
3124	29.95	6.00	97	3282	29.95	6.00	93	3554	33.95	6.75	131	3767	29.95	6.00	126
3130	29.95	6.00	97	3283	29.95	6.00	93	3555	33.95	6.75	131	3775	38.95	7.75	116
3131	29.95	6.00	97	3288	29.95	6.00	93	3556	33.95	6.75	131	3776	38.95	7.75	108
3132	29.95	6.00	97	3290	29.95	6.00	98	3557	33.95	6.75	131	3777	38.95	7.75	108
3136	41.95	8.25	82	3330	32.95	6.50	83	3570	28.95	5.75	110	3778	38.95	7.75	108
3137	41.95	8.25	82	3337	29.95	6.00	98	3579	34.95	7.00	107	3785	42.95	8.50	125
3138	41.95	8.25	82	3338	29.95	6.00	98	3584	34.95	7.00	107	3786	42.95	8.50	125
3151	32.95	6.50	83	3339	27.95	5.50	135	3585	34.95	7.00	107	3787	42.95	8.50	125
3152	32.95	6.50	83	3340	27.95	5.50	135	3586	34.95	7.00	107	3799	38.95	7.75	111
3155	42.95	8.50	81	3341	27.95	5.50	135	3590	29.95	6.00	106	3803	38.95	7.75	114
3156	42.95	8.50	81	3354	29.95	6.00	99	3619	26.95	5.25	128	3804	24.95	5.00	129
3157	42.95	8.50	81	3368	29.95	6.00	90	3620	26.95	5.25	128	3805	24.95	5.00	129
3159	38.95	7.75	84	3370	31.95	6.25	91	3621	26.95	5.25	128	3876	42.95	8.50	115

# Women's Shoe Price List (Cont.)

Effective December 16, 1988

Style No.	Suggested Retail	Deposit	Page
3877	\$42.95	\$ 8.50	115
3878	42.95	8.50	115
3879	42.95	8.50	115
3886	39.95	8.00	117
3889	34.95	7.00	109
3890	34.95	7.00	109
3892	36.95	7.25	112
3893	36.95	7.25	112
3894	36.95	7.25	112
3895	36.95	7.25	112

Style No.	Suggested Retail	Deposit	Page
3905	\$38.95	\$ 7.75	111
3906	38.95	7.75	111
3937	32.95	6.50	109
3938	32.95	6.50	109
3950	44.95	9.00	122
3951	44.95	9.00	122
3952	44.95	9.00	122
3972	49.95	10.00	123
3974	49.95	10.00	123
3975	49.95	10.00	123

## Purses

Style No.	Suggested Retail	Deposit	Page
2021	\$21.95	\$ 4.25	98
2022	21.95	4.25	96,98
2025	29.95	6.00	83,113
2055	21.95	4.25	88
2056	21.95	4.25	88
2057	19.95	4.00	104
2058	19.95	4.00	104
2068	24.95	5.00	82
2069	24.95	5.00	82
2070	24.95	5.00	82
2075	19.95	4.00	89
2076	19.95	4.00	89
2077	19.95	4.00	89
2124	24.95	5.00	87
2125	24.95	5.00	87
2131	19.95	4.00	96
2134	21.95	4.25	102
2135	21.95	4.25	102
2136	21.95	4.25	102
2139	21.95	4.25	128
2140	18.95	3.75	128
2150	21.95	4.25	85
2151	21.95	4.25	85
2154	21.95	4.25	103
2155	21.95	4.25	103
2156	29.95	6.00	83

Effective December 16, 1988

Style No.	Suggested Retail	Deposit	Page
2157	\$29.95	\$ 6.00	83
2158	29.95	6.00	113
2160	21.95	4.25	106
2163	21.95	4.25	103
2164	21.95	4.25	106
2165	21.95	4.25	106
2166	21.95	4.25	106
2180	29.95	6.00	109
2181	29.95	6.00	109
2185	24.95	5.00	110
2186	24.95	5.00	110
2187	19.95	4.00	129
2188	19.95	4.00	129
2247	21.95	4.25	97
2248	21.95	4.25	97
2279	21.95	4.25	101
2283	21.95	4.25	101
2315	19.95	4.00	93
2317	19.95	4.00	93
2318	19.95	4.00	93
2319	19.95	4.00	93
2551	14.95	3.00	99
2554	14.95	3.00	99
2555	19.95	4.00	90
2612	19.95	4.00	90

## Speed Up Your Orders With Federal Express

### • Overnight Federal Express

 When you need **next day delivery**, ask for Federal Express Overnight Service. This service allows one business day at Mason Shoe...one to process...and two to deliver.

**NOTE: This service is for phoned in credit card orders ONLY...they must be phoned in no later than 1:00 p.m. Central Time.**  
**COST: \$5 per item.**

**Example:** If you phone in an order Mon. morning...it will be shipped on Tues....and delivered to you by Wed....if not, we will refund your \$15. (No deliveries Sat. or Sun.)

### • Standard Federal Express Air

 If you need your shoes in a hurry, use Standard Federal Express Air. This service allows one

business day at Mason Shoe...one to process...and two to deliver. **NOTE: This service is for phoned in credit card orders, before 1:00 p.m. Central Time...or mailed in prepaid orders.**  
**COST: \$5 per item.**

**Example:** If an order is received, or phoned in, on Mon. morning...we will ship Tues....and delivery will be made on Thurs....if not, we will refund your \$5. (No deliveries Sat. or Sun.)

**NOTE:** Federal Express services are available for the 48 continental United States only. Also, Federal Express will not deliver to a P.O. Box. Be sure to include your phone number and area code to aid in delivery.

## You Can Call In Your Credit Card Orders on Mason's Toll-Free Phone Lines

**1-800-826-7030**



**6 a.m. to Midnight  
(Central Time)**  
**7 Days a Week\***

\*So that our employees may spend the holidays with their families, our Toll-Free Order Lines will be closed on Easter Sunday, Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas, and New Year's Day from 5 p.m. the day preceding the holiday until 6 a.m. the day following the holiday.

We are members of Boot and Shoe Workers, Local 268, A.F.L.-C.I.O., Chartered by United Food and Commercial Workers International Union.





**MASON® SHOE MFG. CO.**  
Chippewa Falls, WI 54774

COPY FOR  
SALESPERSON

Date 19

Mr.  
Mrs.  
Ms.

PLEASE PRINT

Street \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number ( ) Ship  UPS (Free)  Par. Post Air (\$4)  
via:  Par. Post (Free)  UPS Air (\$4)  
 Fed.Ex.Air (\$5)

NO. PAIRS	STYLE NO.	LENGTH	WIDTH	PRICE

Check One

Send PREPAID

Make check or money order payable to Mason Shoe

Charge MasterCard

Charge Visa

Charge Discover

Send C.O.D.

(On C.O.D. Orders \$3.00 must be attached or order will be returned)

NOTE: On C.O.D. Deliveries, Deliveryman will not accept personal checks.

Federal Express Air is NOT Available on C.O.D. Orders

Total Order

Add. Tax, if any

POSTAGE & HANDLING **PAID** by Mason

FOR AIR MAIL Add \$4.00 Per Pair

FOR FED. EX. AIR Add \$5.00 Per Pair

Total with Tax

Subtract Any Deposit Collected and Kept

**TOTAL**

On C.O.D. orders a fee of \$3.00 must be attached. C.O.D. FEE

Enter CREDIT CARD NUMBER below (all digits)

--	--	--	--	--	--	--	--

CARD OWNER'S SIGNATURE (must be signed)

Good Month Year  
thru      /      /

X \_\_\_\_\_  
As a Mason Dealer I understand I am working on my own as an independent contractor for state and federal income tax purposes. Please sign below.

Salesperson's Signature: \_\_\_\_\_ Date \_\_\_\_\_

Mason  
Shoe by Mason

Date

PRINT OR STAMP YOUR NAME AND ADDRESS THE SAME WAY ON EVERY ORDER  
Mr.  
Mrs.  
Ms.

Salesperson's Name \_\_\_\_\_ Apt. No. \_\_\_\_\_

Street \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State & Zip \_\_\_\_\_

Salesperson's Phone No. ( )

**MASON® SHOE MFG. CO.**  
Chippewa Falls, WI 54774

COPY FOR  
SALESPERSON

Date 19

Mr.  
Mrs.  
Ms.

PLEASE PRINT

Street \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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Mason  
Shoe by

Mason

Date

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Mrs.  
Ms.

Salesperson's Name \_\_\_\_\_ Apt. No. \_\_\_\_\_

Street \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State & Zip \_\_\_\_\_

Salesperson's Phone No. ( )

**MASON® SHOE MFG. CO.**  
Chippewa Falls, WI 54774

COPY FOR  
SALESPERSON

Date 19

Mr.  
Mrs.  
Ms.

PLEASE PRINT

Street \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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--	--	--	--	--	--	--	--

CARD OWNER'S SIGNATURE (must be signed)

Good Month Year  
thru      /      /

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Salesperson's Signature: \_\_\_\_\_ Date \_\_\_\_\_

Mason  
Shoe by

Mason

Date

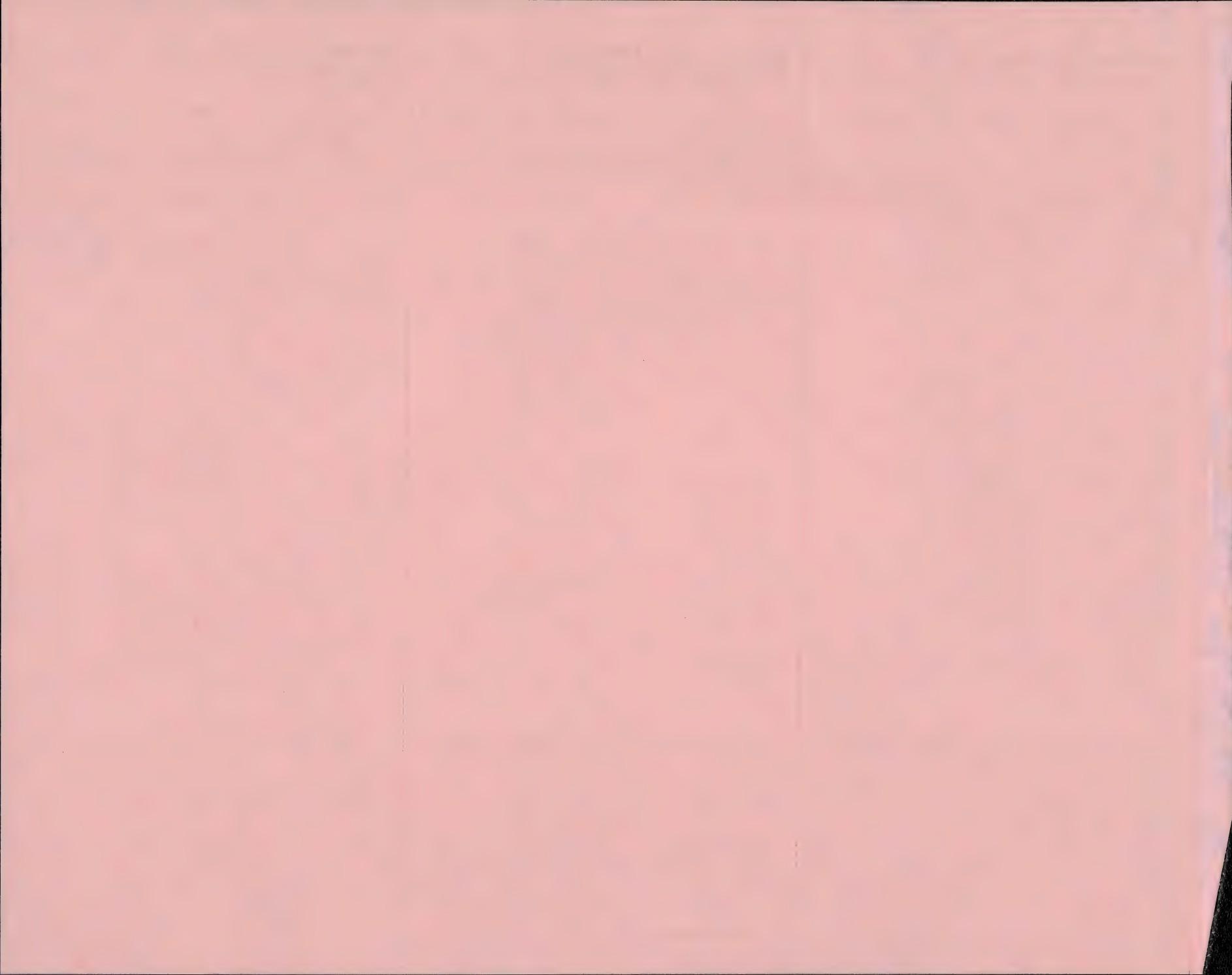
PRINT OR STAMP YOUR NAME AND ADDRESS THE SAME WAY ON EVERY ORDER  
Mr.  
Mrs.  
Ms.

Salesperson's Name \_\_\_\_\_ Apt. No. \_\_\_\_\_

Street \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State & Zip \_\_\_\_\_

Salesperson's Phone No. ( )



**MASON® SHOE MFG. CO.**  
Chippewa Falls, WI 54774

**CUSTOMER'S**

**RECEIPT**

Date 19

Mr.  
Mrs.  
Ms.  
Send  
To:

PLEASE PRINT

Street \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number ( ) Ship  UPS (Free)  
via:  Par. Post (Free)  Par. Post Air (\$4)  
 UPS Air (\$4)  Fed.Ex.Air (\$5)

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Total Order

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by Mason

FOR AIR MAIL

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FOR FED. EX. AIR

Add \$5.00 Per Pair

Total with Tax

Subtract Any Deposit  
Collected and Kept

**TOTAL**

On C.O.D. orders a fee of \$3.00 must be attached. C.O.D. FEE

Enter CREDIT CARD NUMBER below (all digits)


CARD OWNER'S SIGNATURE (must be signed)

Good thru  Month  Year

X \_\_\_\_\_ Your Satisfaction is Our #1 Priority At Mason Shoe!

Salesperson's Signature: \_\_\_\_\_ Date \_\_\_\_\_

Mason Shoe by *Mason*

PRINT OR STAMP YOUR NAME AND ADDRESS THE SAME WAY ON EVERY ORDER

Salesperson's Name  Mr.  Mrs.  Ms. \_\_\_\_\_

Street \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State & Zip \_\_\_\_\_

Salesperson's Phone No. ( ) \_\_\_\_\_

**MASON® SHOE MFG. CO.**  
Chippewa Falls, WI 54774

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Mason Shoe by *Mason*

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Street \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State & Zip \_\_\_\_\_

Salesperson's Phone No. ( ) \_\_\_\_\_

Date

## THANKS FOR YOUR ORDER

This copy is your receipt.

"I Personally Guarantee  
Your Complete Satisfaction"

*To whom*

## THE MASON GUARANTEE OF SATISFACTION

We're confident of the quality of all Mason products... we want you to share that confidence. It's important to us that you are completely satisfied, so this Guarantee is in effect for One Full Year.

### Workmanship -- Materials

FIRST, if workmanship or materials are not up to Mason's High Standards, return the product to us and we will either REPLACE, REPAIR, or REFUND every cent paid us.

### Style -- Size -- Fit -- Comfort

SECOND, if the style, size, fit, or comfort isn't everything you had expected, return them and we will either REPLACE, or REFUND every cent paid us. (NOTE: If the returned product shows signs of wear, we will make a fair adjustment based on the amount of wear.)

We are not able to cover any damage due to accident, misuse, or abuse.

### Instructions For Returning Merchandise

Mall the merchandise prepaid by insured Parcel Post or U.P.S. to MASON SHOE CO., Chippewa Falls, Wisconsin 54774.  
ATTN: Adjustment Dept.

Make sure your name and address are printed on the package. Put all correspondence inside the package.

We look forward to serving you for many years to come!

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We're confident of the quality of all Mason products... we want you to share that confidence. It's important to us that you are completely satisfied, so this Guarantee is in effect for One Full Year.

### Workmanship -- Materials

FIRST, if workmanship or materials are not up to Mason's High Standards, return the product to us and we will either REPLACE, REPAIR, or REFUND every cent paid us.

### Style -- Size -- Fit -- Comfort

SECOND, if the style, size, fit, or comfort isn't everything you had expected, return them and we will either REPLACE, or REFUND every cent paid us. (NOTE: If the returned product shows signs of wear, we will make a fair adjustment based on the amount of wear.)

We are not able to cover any damage due to accident, misuse, or abuse.

### Instructions For Returning Merchandise

Mall the merchandise prepaid by insured Parcel Post or U.P.S. to MASON SHOE CO., Chippewa Falls, Wisconsin 54774.  
ATTN: Adjustment Dept.

Make sure your name and address are printed on the package. Put all correspondence inside the package.

We look forward to serving you for many years to come!

## NOTICE OF CANCELLATION

### Date of Transaction

You may cancel this transaction without penalty or obligation, within 3 business days from the above date.

If you cancel, any property traded in, any payments made by you under the contract or sale, and any negotiable instrument executed by you will be returned within 10 business days following receipt by the seller of your cancellation notice, and any security interest arising out of the transaction will be canceled.

If you cancel, you must make available to the seller at your residence, in substantially as good condition as when received, any goods delivered to you under this contract or sale: or you may, if you wish, comply with the instructions of the seller regarding the return shipment of the goods at the seller's expense and risk.

If you do make the goods available to the seller and the seller does not pick them up within 20 days of the date of your notice of cancellation, you may retain or dispose of the goods without any further obligation.

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If you fail to make the goods available, or if you agree to return the goods to the seller and fail to do so, then you remain liable for performance of all obligations under the contract. To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram, to Mason Shoe Mfg. Co. at Chippewa Falls, Wis. 54774, not later than midnight of \_\_\_\_\_

(3 business days after transaction date)

I hereby cancel this transaction.

(Date) \_\_\_\_\_

Buyer's Signature: \_\_\_\_\_

Buyer's Name (Print): \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Style No.: \_\_\_\_\_

Salesman: \_\_\_\_\_

Amt. Pd. \$ \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Style No.: \_\_\_\_\_

Salesman: \_\_\_\_\_

Amt. Pd. \$ \_\_\_\_\_

### **Collect Sales And/Or Use Taxes In These States, Counties And Cities**

(Rates in effect 10-1-88 subsequent changes may have taken place - please calculate at proper rates)

Sales and/or Use Taxes must be added to all orders sent to states (or cities) listed below. Appropriate tax rates used should be based on the destination of the merchandise ordered. Tax must be charged on the FULL price, before deposit is deducted. For example: If the full price is \$27.95 in a 5% tax area, locate \$27.95 in the FULL PRICE column on the TAX CHART on the next page. You will find the correct

tax in the 5% column. The tax is \$1.40. Add this to the full price, making a total of \$29.35. Be sure to write the correct amount of tax in the "TAX" space provided on your order blanks. We are registered in all of the areas below and are authorized by them to collect and forward the tax payments.

# SALES AND/OR USE TAX CHART

	Full Price							Full Price				
	3%	4%	4 1/2%	4 3/4%	5%	5 1/2%	5 3/4%	6%	6 1/2%	7%	7 1/2%	8 1/4%
\$14.95	.45	.60	.63	.67	.71	.75	.82	.86	.90	.97	1.05	1.12
\$18.95	.57	.76	.80	.85	.90	.95	1.04	1.09	1.11	1.14	1.23	1.33
\$19.95	.60	.80	.84	.90	.95	1.00	1.10	1.15	1.17	1.20	1.30	1.40
\$21.95	.66	.88	.93	.99	1.04	1.10	1.21	1.26	1.29	1.32	1.43	1.54
\$24.95	.75	1.00	1.05	1.12	1.19	1.25	1.37	1.43	1.47	1.50	1.62	1.75
\$26.95	.81	1.08	1.14	1.21	1.28	1.35	1.48	1.55	1.58	1.62	1.75	1.89
\$27.95	.84	1.12	1.18	1.26	1.33	1.40	1.54	1.61	1.64	1.68	1.82	1.96
\$28.95	.87	1.16	1.22	1.30	1.38	1.45	1.59	1.66	1.70	1.74	1.88	2.03
\$29.95	.90	1.20	1.27	1.35	1.42	1.50	1.65	1.72	1.76	1.80	1.95	2.10
\$31.95	.96	1.28	1.35	1.44	1.52	1.60	1.76	1.84	1.88	1.92	2.08	2.24
\$32.95	.99	1.32	1.39	1.48	1.57	1.65	1.81	1.89	1.94	1.98	2.14	2.31
\$33.95	1.02	1.36	1.43	1.53	1.61	1.70	1.87	1.95	1.99	2.04	2.21	2.38
\$34.95	1.05	1.40	1.48	1.57	1.66	1.75	1.92	2.01	2.05	2.10	2.27	2.45
\$36.95	1.11	1.48	1.56	1.66	1.76	1.85	2.03	2.12	2.17	2.22	2.40	2.59
\$37.95	1.14	1.52	1.60	1.71	1.80	1.90	2.09	2.18	2.23	2.28	2.47	2.72
\$38.95	1.17	1.56	1.65	1.75	1.85	1.95	2.14	2.24	2.29	2.34	2.53	2.73
\$39.95	1.20	1.60	1.69	1.80	1.90	2.00	2.20	2.30	2.35	2.40	2.60	2.80
\$41.95	1.26	1.68	1.77	1.89	1.99	2.10	2.31	2.41	2.46	2.52	2.73	2.94
\$42.95	1.29	1.72	1.81	1.93	2.04	2.15	2.36	2.47	2.52	2.58	2.79	3.01
\$44.95	1.35	1.80	1.90	2.02	2.14	2.25	2.47	2.58	2.64	2.70	2.92	3.15
\$46.95	1.41	1.88	1.98	2.11	2.23	2.35	2.58	2.70	2.76	2.82	3.05	3.29
\$48.95	1.47	1.96	2.07	2.20	2.33	2.45	2.69	2.81	2.88	2.94	3.18	3.43
\$49.95	1.50	2.00	2.11	2.25	2.37	2.50	2.75	2.87	2.93	3.00	3.25	3.67
\$52.95	1.59	2.12	2.24	2.38	2.52	2.65	2.91	3.04	3.11	3.18	3.44	3.71
\$54.95	1.65	2.20	2.32	2.47	2.61	2.75	3.02	3.16	3.23	3.30	3.57	3.85
\$56.95	1.71	2.28	2.41	2.56	2.71	2.85	3.13	3.27	3.35	3.42	3.70	3.99
\$58.95	1.77	2.36	2.49	2.65	2.80	2.95	3.24	3.39	3.46	3.54	3.83	4.13
\$59.95	1.80	2.40	2.53	2.70	2.85	3.00	3.30	3.45	3.52	3.60	3.90	4.20
\$62.95	1.89	2.52	2.66	2.83	2.99	3.15	3.46	3.62	3.70	3.78	4.09	4.41
\$64.95	1.95	2.60	2.74	2.92	3.09	3.25	3.57	3.73	3.82	3.90	4.22	4.55
\$66.95	2.01	2.68	2.83	3.01	3.18	3.35	3.68	3.85	3.93	4.02	4.35	4.69
\$67.95	2.04	2.72	2.87	3.06	3.23	3.40	3.74	3.91	3.99	4.08	4.42	4.76
\$68.95	2.07	2.76	2.91	3.10	3.28	3.45	3.79	3.96	4.05	4.14	4.48	4.83
\$69.95	2.10	2.80	2.96	3.15	3.32	3.50	3.85	4.02	4.11	4.20	4.55	4.90
\$72.95	2.19	2.92	3.08	3.28	3.47	3.65	4.01	4.19	4.29	4.38	4.74	5.11
\$74.95	2.25	3.00	3.17	3.37	3.56	3.75	4.12	4.31	4.40	4.50	4.87	5.25
\$76.95	2.31	3.08	3.25	3.46	3.66	3.85	4.23	4.42	4.52	4.62	5.00	5.39
\$77.95	2.34	3.12	3.29	3.51	3.70	3.90	4.29	4.48	4.58	4.68	5.07	5.46
\$79.95	2.40	3.20	3.38	3.60	3.80	4.00	4.40	4.60	4.70	4.80	5.20	5.60
\$81.95	2.46	3.28	3.46	3.69	3.89	4.10	4.51	4.71	4.81	4.92	5.33	5.74
\$82.95	2.49	3.32	3.50	3.73	3.94	4.15	4.56	4.77	4.87	4.98	5.39	5.77
\$84.95	2.55	3.40	3.59	3.82	4.04	4.25	4.67	4.88	4.99	5.10	5.52	5.95
\$86.95	2.61	3.48	3.67	3.91	4.13	4.35	4.78	5.00	5.11	5.22	5.65	6.09
\$87.95	2.64	3.52	3.72	3.96	4.18	4.40	4.84	5.06	5.17	5.28	5.72	6.16
\$89.95	2.70	3.60	3.80	4.05	4.27	4.50	4.95	5.17	5.28	5.40	5.85	6.30
\$92.95	2.79	3.72	3.93	4.18	4.42	4.65	5.11	5.34	5.46	5.58	6.04	6.51
\$94.95	2.85	3.80	4.01	4.27	4.51	4.75	5.22	5.46	5.58	5.70	6.17	6.65
\$99.95	3.00	4.00	4.22	4.50	4.75	5.00	5.50	5.75	5.87	6.00	6.50	7.00
\$102.95	3.09	4.12	4.35	4.63	4.89	5.15	5.66	5.92	6.05	6.18	6.69	7.21
\$104.95	3.15	4.20	4.43	4.72	4.99	5.25	5.77	6.03	6.17	6.30	6.82	7.35
\$108.95	3.27	4.36	4.60	4.90	5.18	5.45	5.99	6.26	6.40	6.54	7.08	7.63
\$109.95	3.30	4.40	4.65	4.95	5.22	5.50	6.05	6.32	6.46	6.60	7.15	7.70
\$119.95	3.60	4.80	5.07	5.40	5.70	6.00	6.60	7.05	7.20	7.80	8.40	9.00
\$129.95	3.90	5.20	5.49	5.85	6.17	6.50	7.15	7.47	7.63	7.80	8.45	9.10
<b>Full Price</b>	<b>3%</b>	<b>4%</b>	<b>4 1/2%</b>	<b>4 3/4%</b>	<b>5%</b>	<b>5 1/2%</b>	<b>5 3/4%</b>	<b>6%</b>	<b>6 1/2%</b>	<b>7%</b>	<b>7 1/2%</b>	<b>8 1/4%</b>

(continued from page 2)

**EVAFLEX:** (See Vibram Evaflex)

**FACILLE FRAME:** This is a spring loaded closure system used in our purses. It snaps closed or snaps open with a gentle pull on either side of the top.

**FOAM-BACKED NYLON LININGS:** This is also known as tricot lining. It's a comfort feature that provides a cushioned layer of foam between your feet and the upper material of the shoe. The smooth nylon covering helps prevent snags and runs. (NOTE: Brushed nylon linings are similar in purpose, but instead of a smooth finish they have a velvety finish.)

**FULL GRAIN LEATHER:** When you look closely at this leather you see the natural grain come through. It is specially tanned and finished to accentuate this natural look.

**GLOVE-SOFT LEATHER:** A specially tanned leather that becomes extremely soft and pliable. Originally used in glovemaking, now used in casual footwear as well.

**GLOVE-TANNED:** (See Glove-Soft Leather)

**GUSSETTED TONGUE:** (See Bellows Gusset)

**HEEL COUNTER:** A piece of stiffening material placed in the back part of the shoe between the outer leather and inner lining. It provides lateral support, makes it easier to get the shoe on and off, and it allows the shoe to hold its shape.

**HANDBURNISHED:** (See Burnished)

**HYPALON:** One of the toughest sole materials available. Extremely resistant to oils and grease. Will take an unbelievable amount of rough use. Non-marking, lightweight and flexible. Also referred to as our "Jubilee" Sole.

**INSOLE COVER:** This is the smooth covering that goes over the insole. It allows you to slip your shoes on and off with ease.

**JUBILEE SOLE:** (See Hypalon)

**KRATON:** Kraton is a sole material similar to rubber, but it has more bounce and flexibility. Kraton is great for walking, running and leisure shoes. It resists wear, abrasions and scuffing.

**LEATHER QUARTER LININGS:** Leather quarter linings go around your heel on the inside of the shoe. It adds support, plus it allows you to slip in and out of your shoes with ease.

**LONGITUDINAL CUSHION:**

Also referred to as "longitudinal arch cushion." It's an added comfort feature often found with our Velvet-eze Innersoles. It's a firm piece of foam cushioning built-in next to the arch of your foot.



**MICROCELLULAR CUSHION SOLES:** A foam-type material similar to cushion crepe. It is a "blown" sole that contains thousands of tiny air

cells that contribute to its soft, cushiony feel and extreme light weight. It is a non-marking sole used mainly in athletic, casual and sporting shoes and boots.

**MOCASSIN CONSTRUCTION:** (See True Moccasin Construction)

**NEOPRENE:** A manmade sole material. One of the original composition work soles. It's long wearing, oil-resistant, grease-resistant, but slightly heavier than other work soles. Neoprene will mark floors, so it is best suited for garage, factory or outdoor work.

**NITRILE:** Nitrile refers to the compound that is added to a rubber based service sole. It gives service soles exceptionally long wearing qualities. It is also flexible, oil-resistant, grease-resistant and non-marking.

**OAK-TANNED LEATHER SOLES:** Mason leather soles are cut from the thickest part of the hide. Oak tanning toughens the hide, condenses it, and preserves it. Leather's good looks and light weight make it an excellent dress sole.

**OIL-TANNED:** Oil-tanned leather receives an extra treatment of oil in the tanning process. This extra oil makes the leather more water-resistant... acid-resistant...grease-resistant...and oil-resistant...more durable in general. It's also softer and more supple than regular leather. You'll find oil-tanned leather used mainly in service shoes and boots.

**PLANTATION CREPE:** A casual sole material. Originally got its name because its main ingredient came from rubber trees located on plantations. Today it is produced with a longer wearing, more durable synthetic latex. It is characterized by its bouncy nature and a pebbly grain which gives it added traction.

**QUARTER:** This is the back part of the shoe upper that goes around your heel.

**STORM WELT:** Also called "Weather Welt." It's a narrow strip or bead of leather or manmade material that runs around the seam where the sole and shoe upper meet. It seals out dust, dirt and moisture.

**SHAFT:** This is the part of a boot that goes around your leg. It is attached to the foot of the boot.

**SOFT CENTER RUBBER**

**INSERTS:** A raised, cushioned rubber insert is placed in the middle of our dress heels. This insert provides added shock-absorbency to reduce the jarring effect of walking. It will put a cushioned bounce in every step you take.

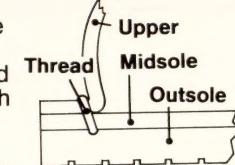


**STITCHDOWN CONSTRUCTION:** A quality method of shoe construction often used in walking shoes to allow extra room for your toes.

Instead of wrapping the leather uppers under, the uppers are turned outward and stitched down through the sole.

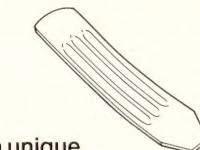
**TEMPERED STEEL**

**SHANKS:** Our steel shanks are heat treated (tempered) for added strength. They are placed in the area between your heel and the ball of your foot. It adds stability to the shoe.



**"TRIPLE-ACTION"**

**BOTTOMS:** This refers to a unique combination...  
(1) soft cushioned insoles...  
(2) light, flexible, shock-absorbing midsoles...  
and (3) tough durable outsoles. Any Mason casual or athletic style with those features would be considered "Triple-Action."



**TRUE MOCCASIN**

**CONSTRUCTION:** If you've ever seen an Indian moccasin, you'll understand what we mean by true moccasin construction. The leather is wrapped around the bottom of your foot then stitched at the toe on top. A sturdy sole is then stitched and/or cemented to the leather. Your foot is actually wrapped in a comfort "tunnel" of leather.



**UPPER:** This is the part of the shoe that surrounds your foot. It is attached to the sole. It is made up of such parts as vamp, quarter and tongue.

**VAMP:** The front part of the shoe uppers.

**VIBRAM® EVAFLEX™:** Made of a new and advanced microcellular rubber compound. Lighter in weight, more shock-absorbing, and more abrasion-resistant and oil-resistant than regular cushion soles.

**V-NOTCH ACHILLES PAD:** Usually found in walking or jogging shoes. It's a notch located in the back of the shoe at the collar. It provides extra cushioning and support for the vulnerable achilles area.

**WELT:** A narrow strip of leather or manmade material that is stitched to both the upper and the insole, then stitched to the outsole. Used in Goodyear Welt Construction.

**WESTERN COWBOY SHANKS:** A specially designed tempered steel shank with an extra bend to it that allows for the taller heels on western boots.

**WESTERN HEELS:** A tapered heel used mainly on western boots. It tapers from top to bottom. Originally designed to slip into, and hold a foot in, a stirrup.



MASON® SHOE MFG. CO. Chippewa Falls, WI 54774